

Favour Chibuokem

Content and Project Manager

Lagos, Nigeria | [LinkedIn](#) | [Portfolio](#) | [Medium](#) | [Certificates](#)

SUMMARY

Operations and CX-focused professional with 5+ years of combined experience across content writing, project operations, and cross-functional initiatives spanning product development, marketing strategy, and operational excellence. I use strategic thought and an in-depth comprehension of customer needs to design data-driven solutions that drive engagement. Renowned for my ardent attention to detail and ability to learn and implement new tools quickly, I have utilised platforms such as Linear, Notion, Slack, Fellow, and Trello to improve collaboration and optimise performance across teams. Guided by a growth mindset, I thrive in fast-paced, tech-oriented environments where I can transform complex challenges into scalable strategies through consistent coaching and training that enable CX excellence and drive product success and business growth.

WORK EXPERIENCE

Comms Lead, [Varscon](#), Nigeria (Remote)

Aug 2023 — Present

Varscon is a tech company that builds innovative AI and SaaS products, and offers consultation services to businesses.

- Lead cross-functional collaboration between Product, Operations, and executives to develop value propositions and internal documentation for product launches, improving product understanding and customer engagement through clear guides and support documentation ownership.
- Support pre- and post-onboarding customer experience (CX) by leading client communication and coordinating rapid escalation to engineering when clients encounter product issues.
- Developed and now maintain a consistent brand voice and storytelling framework across marketing and customer support channels, ensuring messaging that reinforces trust and product value perception among target audiences with exceptional written and verbal communication.
- Led product launch initiatives and marketing rollouts for new SaaS and AI solutions, ensuring clear positioning, messaging, and audience targeting strategies.

Manager, Projects & Operations, [Talku Talku](#), Lagos, Nigeria

Mar 2026 — Aug 2026

Talku Talku is a digital-first revenue systems architecture company that helps brands grow through smarter digital systems, stronger execution, and better revenue performance.

- Migrated the team from manual password management to a secure password manager, created a playbook for use, and drove adoption within my first month in the team.
- Owned cross-functional project and operations management across team delivery, hiring, and client engagements, standardising how work gets planned, tracked, and reviewed.
- Managed multiple client projects to ensure they progressed according to the scheduled timeline, with risks identified and mitigated before and as they arose.
- Identified operational gaps within the team's system, established the best path to resolution and authored SOPs and playbooks to drive adoption and continuity.
- Led User Acceptance Testing (UAT) for two client websites, identifying and documenting bugs and issues against requirements before sign-off to the product team for resolution.

Internal Operations Manager, [Projecttent](#), Nigeria (Remote)

Apr 2022 — Feb 2026

Projecttent, doing business as Projectstake provides infrastructure for blockchain networks.

- Leveraged Google Apps Script to create campaign tracking systems and streamline data analytics, reducing manual reporting time by 90% and providing deeper analytical insights for performance optimisation with dashboards that supported decision-making.
- Facilitated community engagement for the Academy's Slack network of 1500+ members across multiple time zones, boosting user engagement and retention through communication campaigns and coaching sessions for learners.
- Standardised operational workflows and marketing processes, increasing efficiency by over 70% and accelerating team delivery timelines for program initiatives by removing friction and driving continuous improvement.
- Strengthened brand visibility through coordinated program awareness campaigns, growing community following by 1.4k+ within ten months and enhancing learner acquisition outcomes.
- Employed meticulous attention to detail to research and integrate tools such as Slack, Notion, Fellow, Google Sheets, and Linear, automating repetitive processes and ensuring seamless data flow between platforms to improve team performance and onboarding.

Freelance Content Writer, [Diverse Articulation](#), Nigeria (Remote)

Sep 2021 — Feb 2026

Diverse Articulation is a digital agency with writers spread around the globe.

- Transformed complex client briefs into high-performing digital content, applying SEO and audience analysis to improve visibility and drive web traffic growth across industries such as fintech, SaaS, and e-commerce.
- Collaborated with cross-functional content squads to translate client goals into data-informed messaging strategies, achieving 90%+ client satisfaction based on feedback surveys. Thus, establishing a strong track record of leadership and ownership and demonstrating a proven ability to elevate customer experience.
- Streamlined editorial processes by developing workflow templates and feedback loops, reducing turnaround time and increasing team content output by 33% within four months as a bridge between insights and execution.

EDUCATION

University of Nigeria, Nsukka, Nsukka, Nigeria - Bachelor of Science, Food Science and Technology

Oct 2017 — Jul 2023

As an undergraduate, I grew my skills and network within and outside the classroom by attending tech events, volunteering with AIESEC, and freelancing as a content writer and, eventually, an operations manager.

SKILLS & INTERESTS

Enablement & Documentation	: Quality Reviews, Enablement, CX, Empathy, SOP Design, Knowledge Base Management, Facilitation, Training Material Development, Onboarding
Project & Operations Management	: Milestones (Project Management), Coordinating, Prioritization, Design Thinking, Roadmap, Retrospective, Agile Management, Documentation, Budget Management, Process Improvement
Content Writing	: Content Creation, Proactive Communication, Client Communication, Article (Publishing), Editing, Content Structure, AI Writing, SEO Copywriting, Professional Communication
Tools & Platforms	: Notion, Linear, Trello, Slack, Fellow, Tally Forms, Scalanut, SurferSEO, Wordpress, Figma, Canva, Claude, ChatGPT, Jasper, Frase, TallyForms, Discord, GitHub, Google Suite, Zoho Cliq, Zoho Workplace
Soft Skills	: Research, Team Player, Collaboration, Market Research, Adaptive, Constructive Criticism, Critical Thinking, Brand Communication, Constructive Feedback

CERTIFICATIONS

Solving Problems with Creative and Critical Thinking, IBM (through Coursera)	Jan 2024
Writing Professional Email and Memos, Kennesaw State University (through Coursera)	Nov 2020
The Fundamentals of Digital Marketing, Google	Nov 2019

VOLUNTEERING

Freelance Content Editor, Devjavu	Oct 2022 — 2024
Streamlined editorial workflows and optimised content quality by coordinating cross-platform publishing schedules and applying analytics-driven proofreading standards, resulting in a 90% reduction in grammatical errors and a 40% improvement in reader retention across partner software blogs.	
Copywriter, AIESEC in Enugu	Feb 2023 — Feb 2024
Created and localised marketing copy for campaigns promoting AIESEC exchange programmes, collaborating with the marketing and outgoing exchange teams to boost member participation, and refining communication strategies to improve message clarity and engagement across digital platforms.	