

# Gina Austino

📍 Lagos, Nigeria

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## Profile

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Dynamic and talented freelance writer with 2+ experience producing content for digital marketing, fashion, beauty, healthcare, automobiles, travel, and sports websites. Outstanding writing, editing, and outlining skills, having the capacity to create, proofread, examine, and edit information as well as create top-notch materials.

## Professional Experience

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12/2021 – present  
London

### **Web Content Writer**, *SOE Consultancy Ltd*

- Write and edit website marketing text for customers in the automotive, financial, scientific, educational, and e-commerce industries.
- Help companies to reach their target audience by delivering both useful and appealing online information about companies and their products.
- Using SEO principles to write blog posts for a travel website that would boost Google ranks.
- Collaborate with web developers on critical SEO implementation areas.
- Research industry-related topics.
- Incorporate SEO keywords and tags into website material to ensure that customers' sites are found by major search engines.
- For both B2B and B2C clients, create online content with an SEO focus.
- Create and update the content for websites.

07/2020 – present  
Hong Kong

### **Fiction Writer**, *Cloudary Holdings Limited*

- Create and pitch new story ideas for the company's novel app.
- Revise work on a regular basis in response to editor criticism; rework entire manuscripts if needed.
- Meet daily deadlines and ensure the quality of released works stays constant.

03/2022 – 06/2022

### **Blog Writer**, *Setlinn*

- Generated, researched, and pitched ideas for posts.
- Wrote, edited, and published, content on the blog page.
- Maximized site traffic by utilizing Search Engine Optimization keywords.
- Monitored responses to posts via the website, to better understand the audience.
- Stayed current on industry trends for possible opportunities to attract new readers or create stronger, more engaging content.

07/2020 – 12/2021  
Hawaii

**Admissions Councilor/ Content Writer**, *Atlantic International University*.

- Greatly helped in developing initiatives and plans to draw in and keep students.
- Reviewed applications from prospective students and pointed them toward the right resources for advice on study options, financial aid, scholarships, or other information.
- Ensured that international applicants completed the required paperwork and met applicable regulations.
- Verify information on resumes, letters of recommendation, and applications by contacting the references listed for applicants.
- Make profiles for each candidate, and collaborate with other counsellors to review and make final approvals.

2019 – 2020  
Lagos, Nigeria

**Telemarketer**, *Olist Nigeria*

- Cold call people using a given phone directory to sell products to prospective clients.
- Answered incoming calls from prospective customers.
- Asked the right questions to get a better understanding of the needs of a customer.
- accurately entered the personal data of clients into a computer system.
- Went the “extra mile” to meet sales quota.
- Dealt with customers' complaints and helped to put their mind at ease.
- Helped existing customers in accessing the company's products and services.

## Skills

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Website Optimization

Knowledge of social media

Time management

Excellent communication,

Self-motivation.

Marketing

Research.

Excellent knowledge of SEO

Content writing

Editing

Creative Writing.

Novel Writing.

## Education

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2014 – 2017

**Bachelor's Degree, Human Physiology**, *Delta State University*

## Courses

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**Page Technical SEO**, *Hubspot Academy*