

Eigbire-molen Oseremen Claire

**Content
Writer/Digital
Marketer**

Eigbire-Molen Oseremen Claire

No 11 Ebaghelu Street, Oko central
Benin-City, Edo, Nigeria

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Professional Summary

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Creative and strategic content Writer with 2+ years of diverse experience creating clear, consistent and strong copy that generates leads and retains customers for brands. Meets tight deadlines, juggles multiple priorities, is adeptly resourceful and has successfully managed a cross-sectional team of 50+ persons. Offers top-level proofreading and editing skills.

Skills

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- Content Writing
 - Editing and proofreading
 - Search Engine Optimisation - YOAST and Rank math.
 - Email Marketing
 - Social Media Marketing
 - Google Analytics
 - Graphic Design (Canva)
 - Project planning and execution
 - Proficient in Microsoft Word and Google Docs
 - WordPress and Wix
 - Screencasting
 - HTML/CSS

Experience

Mentally Aware Nigeria Initiative / Content Writer

October 2020 till date, Lagos.

- Achieving over 70% target audience retention through contributing/editing carefully thought out and engaging content on mental health for the 'Ruminations at Five' daily email Newsletter under the alias - Claire from MANI.
- Using appropriate voice tones and diction to drive newsletter sign-ups of the target demographic to over 4,000 email subscribers.

Oyetech / Digital Marketer

September 2022 till February 2023, Lagos.

- Achieved organic traffic through generating 15 SEO optimised blog articles related to the tech niche.
- Performed keyword research using ubersuggest and ahrefs.
- Adopted long tail low competition keywords in SEO strategy.
- Utilized WordPress as content management system for articles.
- Optimized website posts and pages with Yoast SEO to score above 80%.
- Managed organisation's Twitter account increasing followers to 100 in 6 weeks.
- Performed other tasks as instructed.

aptLearn / Technical Writer Intern

October 2022 - December 2022, London, United Kingdom

- Developed technical documentation for front-end audio-visual tutorials.
- Achieved better user experience through the production of simple how-to guides for navigating aptLearn website and courses.
- Optimized website posts and pages to rank above 80 on Rank Math.
- Created quality content such as relevant tech SEO optimised blog posts.
- Created internship experience documentation.
- Worked efficiently to meet the established deadlines.

aNumak and Company / UX Content Writing Intern

August 2022 - November 2022, Delaware, United States.

- Engaged our LinkedIn audience with weekly newsletters bordering on future technology, blockchain, and management consulting.
- Created catchy social media 3-4 liners on latest technology and management consulting trends.

Mind Savers Youth Initiative / Social Media Manager

May 2020 - May 2021, Awka, Anambra.

- Managed and curated content on mental health awareness for our audience on our various social media platforms.
- Created, edited content ranging from blog posts to videos and graphics.
- Collaborated with other team members towards achieving and optimizing our organizational project outcomes.
- Achieved audience satisfaction through prompt responses to messages and inquiries.
- Optimized and tracked follower growth in the space of 12 months by over 60 percent.

Education

Presentation National High School

September 2009 - July 2015, Edo state.

- Obtained five distinctions including physics and chemistry in the nine courses offered for the West African Examination Council's certificate examination.

University of Calabar/Medicine and Surgery

September 2016 - date.

- Attained a Cumulative Grade point average of 4.89.
- Bagged Total. ng scholarship.

Additional certifications

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- Beginner certificate in programming(2019)
 - Google digital marketing skills program(2019)
 - Jobberman Soft skills Training Certificate. (2020)
 - Freecode Camp's Responsive Design Certificate(2020)
 - Udemy Digital Marketing Certificate (2022)
 - Fundamentals of Digital Marketing (Google, 2022)
 - Digital Marketing certificate (Hubspot, 2022)
 - Content Writing (Udemy, 2022)

Hobbies

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- Reading
 - Writing Poetry and short stories
 - Listening to music.
 - Learning about production development technologies.
 - Tutoring.