



# Irene Okpanachi

## Freelance Content Writer

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### SUMMARY

Irene is a Freelance content writer who helps professionals and startups build an audience with original content online. She has written 100+ articles and is backed up by four years of experience. When she's not typing furiously on her laptop, she's a couch potato who loves food, gaming, and binge-watching series.

### EDUCATION

**2016 - 2019** Bachelor of Science, Major in Sociology

#### AHMADU BELLO UNIVERSITY

- Conducted a research on The Nature and Consequences of Psychopathic Juveniles in FCT, Abuja, Nigeria.

### CAREER

**MARCH 2020** - **TECHVANTAGE INNOVATIONS**

#### CONTENT WRITER/ EDITOR

- Identified & sourced over 20 Top of the Funnel (TOFU) articles surrounding UI/UX, on-page SEO best practices, and other topics, resulting in a 10% increase in organic website traffic.

**FEBRUARY 2021**

**SEPTEMBER, 2020**

**PRESENT** PC 'n' Mobile

#### CONTENT WRITER

- Authored 10+ high-quality technology articles per month, encompassing how-to guides, listicles, and other engaging formats.
- Optimized articles for target keywords using Yoast and RankMath plugins, contributing to a 15% increase in organic traffic.

**MARCH 2021**

**JUNE 2023**

Grocery Corridor

#### CO-FOUNDER & EDITOR

- Created engaging content for grocery store shoppers, including guides on meal planning, budgeting tips, and product recommendations.
- Increased blog's domain score from 0 to 24 from start to end date, demonstrating significant improvement in SEO performance.

**MARCH 2022 -** Zavvy.io  
**MAY 2023**

### **GHOST WRITER**

- Ghostwritten on employee experiences and feedback cultures for organizations.

**AUGUST 2022 -** Android Police  
**PRESENT**

### **EVERGREEN FEATURES WRITER**

- Writes how-to guides, and optimizes posts with Clearscope. My Excel column match guide generated 12,200 sessions and 13,203 page views within 10 days.
- Collaborates with teammates to write longform content covering Samsung Unpacked, Mobile Photography Week, and other events.

**JANUARY 2024 -** Talk Android  
**PRESENT**

### **TECH JOURNALIST**

- Writes 30 short & long form tech pieces surrounding news and guide topics per month.

## **OTHER EXPERIENCES**

**MARCH 2019** Facebook for Creators Event

### **VOLUNTEER SURVEY ANALYST/ CROWD CONTROL**

- Conducted a survey research on the use of social media for brand promotion with over 200 respondents.
- Engaged in crowd control to promote order in the event.

**NOVEMBER 2020**

- AllBlackModels.com  
**FEBRUARY 2021**

### **GHOST CONTENT WRITER**

- Ghostwritten articles on men, women, and baby fashion.

**MAY 2021**

- ReportingNigeria.com  
**NOVEMBER 2021**

### **CONTENT WRITER**

- Researched on trending news, social problems, and the effects on Nigerians.
- Wrote articles to provide awareness and actionable solutions.

## **SKILLS**

- Research
- Basic HTML
- On-page Search Engine Optimization (SEO)
- Adaptability
- Time management
- Emotional intelligence
- Editing
- Originality
- Teamwork & communication
- English for IT