

# Suzanna Daniel

## Content Marketing Specialist

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Lagos, Nigeria.

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A passionate and results-driven Content Marketing Specialist with over 4+ years of experience crafting compelling narratives and driving impactful content strategies. Proven track record of increasing website traffic, generating leads, and boosting brand awareness through strategic content creation, SEO optimization, and social media marketing.

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### Skills

Content Writing & Creation

Email Marketing

SEO Optimization

Topic Development, Research & Content Strategy

Team Collaboration Skills

Technical Know-how of Content Management Tools & Systems

Time and Project Management Skills

Social Media Marketing

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### Experience

#### Dojah/ Content and Communications Associate

October 2022 - Present

- Worked on copies, guides, reports, videos, and blog posts that increased marketing reach by over 50%
- Produced a video series that generated over 300,000 views increasing brand recognition and fostering a deeper connection with our target audience.
- Engaged in cross-partnership content efforts to build strategic industry relationships and solidify Dojah's presence as a leading voice in the identity verification sector.
- Collaborated with marketing, sales, and product development teams to create content that aligned with overall business objectives and increased following by over 300%.
- Analyzed content performance data to track campaign performance and provide actionable insights to inform future content strategy and optimize ROI.
- Organized and hosted webinars to generate over 500 leads and increase brand engagement.

#### Scribe / SEO Content Writer

OCTOBER 2022 - MAY 2023

- I wrote and published several 1500-2500 word pieces for my client on frequently searched topics in their B2B SAAS niche, such as, process management methodologies, business process improvement, and documentation software
- I collaborated with my client to understand their needs and expectations and successfully contributed to creating blog content that pushed their domain rating to 44 and increased website visits to over 600,000+ monthly.
- I published high quality content that solved the problem of my

readers using my client's preferred CMS provider and also met publication deadlines consistently.

- The content I wrote drove widespread adoption of my client's process documentation software by 25%.

### **Spirē / Content Strategist**

SEPTEMBER 2021 - JULY 2022

- Successfully spearheaded a multi-channel content strategy, creating a content calendar that boosted website traffic by 20% and led to a 30% engagement rate on social media within 6 months.
- Crafted compelling long-form content for blog posts that increased brand awareness
- Led brand voice development and ensured consistent messaging across all channels, maintaining brand integrity while driving awareness and positive brand perception
- Increased email open rates by 15% and click-through rates by 8% through targeted email marketing campaigns for a 2,000+ subscriber community

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## **Education**

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- **E-marketing institute of Denmark**

SEO Marketing Course

Content Marketing Course

- **Semrush**

Mastering On-page and Technical SEO

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