

MOFE BLESSING ORUGBOH

No. 9, Solo Orugboh Close Ubeji, Warri, Delta State.
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EDUCATION

University of Port Harcourt (B.A.), Linguistics and Communication Studies (4.51/5.0 CGPA)	Rivers, Nigeria. 2022
Nana Model College West African Secondary School Certificate (8 Distinctions)	Delta, Nigeria 2022

WORK EXPERIENCE

My Worthy Home <i>Content Writer/Team Lead</i>	New York, USA 2025
<ul style="list-style-type: none">Managed the company's website using WordPress and Notion, ensuring consistent and timely content uploads that contributed to the platform being ranked as the #4 upcoming online furniture store in New York.Boosted website traffic by 30% through strategic SEO implementation, leveraging SEMRUSH to improve keyword targeting and enhance search engine visibility.Created detailed brand writing guidelines using Microsoft Word, reducing AI-generated and error-prone content by 50% and improving editorial quality.Analyzed audience behavior and industry trends with Google Analytics, using insights to craft user-centric content that led to a 25% increase in engagement and a 15% boost in online sales.Implemented internal training materials on tone, formatting, and SEO practices for new team members, reducing onboarding time by 25% and raising writing quality across the board.	

LEADERSHIP EXPERIENCE

Secretary General , Word of Life Campus fellowship.	2024
<ul style="list-style-type: none">Ensured timely and efficient communication across all fellowship members, maintaining transparency and coordination throughout the academic session.Coordinated weekly meetings and official correspondence, managing records and minutes using Google Docs, which improved documentation accuracy and continuity.Planned and scheduled semester activities using Notion and Calendly, and posted timely updates on digital platforms, resulting in a 12% increase in attendance and engagement.Supported leadership team in event logistics, feedback collection, and calendar management to streamline fellowship operations.	
Content Writing Team lead , My Worthy Home.	2025
<ul style="list-style-type: none">Led and coached a team of 20 content writing interns, enforcing blog writing standards through structured reminders and accountability systems, resulting in a 100% increase in consistent and high-quality contributors.	

NOTABLE ACHIEVEMENTS

▪ Scholar , Nigeria Higher Education Foundation	2025
▪ Scholar , Academic and Advanced Skills Development Program(OTF)	2025
▪ Scholar , Achieving Wives Scholars Program	2022

SKILLS & INTERESTS

Skills	MS Office Suite, SEMRUSH, WordPress, Notion, Research, Content Writing
Languages	English (<i>Fluent</i>), French (<i>Beginner</i>)
Interests	Corporate Communications, Real Estate, E-commerce, Brand Development
Professional Memberships	LINCOMMSA, FHUSA