

OKOYE, SOPURUCHUKWU LYNDA

CAREER SKILLS

PROFESSIONAL SKILLS

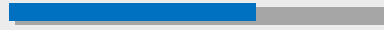
Microsoft Word



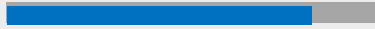
Microsoft Excel



Adobe Photoshop



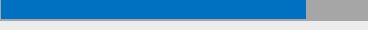
Research



Search engine optimization

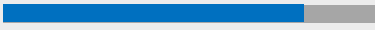


Digital Marketing

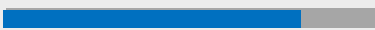


PERSONAL SKILLS

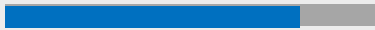
Languages (English & Igbo)



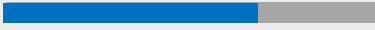
Communication



Writing



Analytical Reasoning



❖ CAREER OBJECTIVE

As a high achiever, eager to collaborate with others in attaining set targets, I seek to obtain a challenging entry level position in a company where I can passionately apply my education, entrepreneurial mindset, ICT and digital skills, for the company's, society's and my personal advancement.

Highly experienced content writer, with an exceptional capability to scale businesses and/or brands to the next level through well researched, informative and engaging content my readers cannot resist

❖ WORK EXPERIENCE

2023-Present

TECHLOOKBD

Research Content Writer

- I created well-researched, informative content that resonates with my client's brand and the market.
- I utilized my knowledge of SEO to optimize my content to enhance its performance on search engines, driving traffic by 21%

April 2020-
June 2023

College Aftermath, India

Research Content writer

- I thoroughly researched and wrote on US-based topics that drove traffic for my client. In addition.
- I write compelling and engaging content as a freelancer for my clients to help promote their businesses

2012-2021

Kantar TNS Enugu, Nigeria.

Research Fellow

- I conduct focus group discussions and consumer interviews to provide useful and practical insights for clients
- I partake in product research and market survey activities to determine opportunities and performance of our client's and their competition's brands

❖ EDUCATION

2022

Coursera

*The Strategy of Content Marketing
Introduction to Google SEO*

2021

Learndigitalmarketingapp.com

Learn Digital Marketing course

2020

Wild Fusion Digital Centre

Fundamentals of Digital Marketing

2014 – 2018

University of Nigeria, Nsukka

BSc. Biochemistry and Biotechnology

2006 – 2012

Queens School Enugu, Enugu State

Senior Secondary School Certificate Examination

❖ CERTIFICATIONS

2022

Content marketing strategist

2020

Certificate of National Youth Service (NYSC).

2020

Google Ad Certification

2020

Google analytics Certification

2020

SEO Certification

2020

Facebook Blueprint Certification

2020

Twitter Certification

❖ VOLUNTEERING ACTIVITIES

- Content creator assistant for my coach..

❖ PERSONAL ATTRIBUTES

- A team player with good interpersonal and communication skills
- Strongly motivated, versatile and zealous about learning
- Highly coordinated critical thinking ability useful for problem solving
- A self-starter with strong self-management
- Ability to work under pressure so as to achieve a goal or target.



11, CC Adiole Street, Ojo, lagos



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References are available on request.