

CONTACT

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Abuja, Nigeria

SKILLS

SOFT SKILLS

- Effective Communication
- Collaboration and Teamwork
- Time Management
- Creativity and Adaptability
- Attention to detail

KEY SKILLS

- Content writing for Blog posts, articles, website, social media, and marketing campaign.
- Copywriting for advertisements, marketing materials, sales copy, etc.
- Editing and proofreading to ensure error-free and polished content.
- Conducting research to create informative and accurate content.
- Manage multiple content projects and meet deadlines efficiently.
- Write high-quality, engaging, and SEO-friendly content.
- Conducting keyword research to inform content creation.
- Writes clearly, persuasively and effectively to convey feelings and emotions and communicate with readers.
- Story development, plans, reviews and revises content so it's ready for publication.
- Creating and sending targeted email campaigns.
- Conducting interviews with subject matter experts to gather information.

EDUCATION

BIOLOGICAL SCIENCES
AHMADU BELLO UNIVERSITY
2011- 2015

HADIZA ABUBAKAR GORO

SUMMARY

I am a dynamic and versatile content writer with a passion for crafting compelling stories and conveying information in a clear and concise manner. I am very skilled at content creation, copywriting, editing and optimising content for various industries and formats. I love to help businesses and organizations communicate their message, build their brand, and drive engagement.

WORK EXPERIENCE

- **Meedees Collection**

2024 - PRESENT

CopyWriter

 - Developing product descriptions, product titles, and meta descriptions for fabric products, resulting in a 25% increase in website traffic.
 - Conducting research to understand target audiences and their needs, providing insights and recommendations to improve content performance.
 - Developing and maintaining brand voice and tone across all marketing materials and channels, including creating brand guidelines.
- **Prime Vision Media**

2025 - PRESENT

Blog Post/Article writing

 - Creating compelling and informative content for software marketing campaigns, including blog posts, social media posts, email campaigns, and website copy.
 - Developing case studies, whitepapers, and e-books to showcase software solutions and thought leadership.
 - Collaborating with cross-functional teams to ensure consistent branding and messaging which increased efficiency by over 40%.
- **Shades Contruction Associates**

2024 - 2025

CopyWriter/Website Content

 - Created engaging property descriptions, marketing materials, website content, and social media content to promote properties and the company that increased bookings by 25%
 - Conducted keyword research and optimized content for SEO to improve search engine rankings and drive website traffic.
 - Managed multiple projects simultaneously to meet deadlines and deliver high-quality content.