

# UKANWA MACANTHONY IKECHUKWU

## Writer | Digital Marketing Specialist

Lugbe, FCT Abuja

Phone No: +2348062061945

E-mail: [macanthonyukanwaik@gmail.com](mailto:macanthonyukanwaik@gmail.com)

### SUMMARY

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A creative and versatile writer and digital marketing expert with 3+ years of experience and a proven record of writing engaging contents that are easy to read and connect with. Also experienced and knowledgeable in the Seo practices that rank on search engine and great at web design.

### WORK EXPERIENCE

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Data Officer/ SEO Specialist

**ITECH247 LIMITED**

**Feb 2024 – Till date**

- Optimised the organization's website for better search engines results, thereby increasing its visibility by 7%.
- Research and write optimized articles for the organization's website.
- Tracked and analysed websites performance through the use of tools like Ahref, Semrush and google analytics.
- Trained teachers and staffs of schools on how to use the school management system, enhancing digital literacy and efficiency.
- Led the training and transition of schools from a manual database to a digital database, improving accessibility and organization of student records.

Digital Marketer/ Content Writer / Blogger

**FREELANCE**

**Feb 2021- Present**

- Write and publish personal, motivational and lifestyle stories for multiple clients and platforms.
- Developed and implemented SEO strategies for both new and existing content, resulting in an increase in website traffic and improved user experience.
- Made use of SEO practices such as keyword research, on page optimization and analysis, resulting in a 22% increase in organic search traffic for multiple clients.
- Designed and developed responsive websites for different clients to meet their needs as well as creation of contents such as articles for their websites.

Hardware/Network Technician

**NASCO GROUP (NYSC)**

**Jan 2021- Feb 2022**

- Improved Network connectivity by 15% through the setup of new networks and repair of old ones, enhancing a smooth transfer of data within the organization.
- Repaired and replaced faulty hardware systems for over 50 staff members, ensuring minimal downtime on both desktops and laptops.
- Installed, maintained and fixed 25% of all CCTV systems across the organization, ensuring that all security and safety measures are met.

- Maintained the networks for all staff members, ensuring seamless connectivity throughout the organization.
- Maintained all hardware and software systems in the organization, effectively reducing data and file loss by 35%.
- Conducted essential system upgrades, repairs, and maintenance on computers and peripherals, optimizing their functionality and longevity.

## **EDUCATION**

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### **Bachelors of science (B.Sc.) in Information Management Technology**

Federal University of Technology, Owerri. Nigeria

July 2014 – 2019

### **Secondary school certificate**

Theological college of northern Nigeria.

Sept 2007 – 2013

## **SKILLS**

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- Article Writing-: Personal, Lifestyle, Tech and Motivational
- Writing skills-: Storytelling, proof reading, SEO optimization and editing.
- Tools -: Microsoft Office, Teams, HubSpot, Zoom, WordPress and Medium.
- SEO-: Keyword research, Link Building, On/Off page optimization and Technical SEO.
- SEO Tools -: Ahref, Semrush, Google analytics. Google search console,
- Paid Advertising -: Google Ads and Facebook Ads
- Design- Corel Draw, Canva, Capcut.

## **SOFT SKILLS**

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- A good storyteller
- Ability to lead and manage teams.
- A good communicator
- Attention to detail
- Ability to work alone and in a group.

## **CERTIFICATION**

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- The Fundamentals of Digital marketing-- **Google Skill shop**
- Seo Essentials-- **SEMrush**
- Seo Certification: **HubSpot Academy**
- Hardware/ Software maintenance —**Mastermind Computer Institute.**