

ONYEAGUBOR CHIDERA

Product marketer, and B2B Content strategist

Contact

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Portfolio

[<https://meetchideraonyeagubor.journoportfolio.com/>]

[[LinkedIn Profile URL:](#)]

<https://www.linkedin.com/in/chidera-onyeagubor/>]

Education

Bachelor of Science – Pure Chemistry
University of Port Harcourt,
Choba, Nigeria

Training/Certification

CXL Technical Content Marketing Mini degree –2025
HubSpot Content Marketing Minidegree-2022

Skills

Product Marketing: GTM Strategy, Product Launch,
Product Positioning, Messaging Frameworks, Pricing
Analysis, Sales Enablement.

Content & SEO: Copywriting, SEO Content Strategy,
Content Marketing, Technical Writing, Conversion
Optimization, A/B Testing.

Research & Analysis: Market & User Research,
Customer Segmentation, SWOT Analysis, Google
Analytics, Agile Methodologies.

Tools & Platforms

Google Analytics
A/B Testing
Agile
HubSpot
SEM/SEO Tools

Professional Profile

Agile product marketer and B2B Content strategist with 8 years of total experience crafting strategies that position technical products as market leaders. Extensive background in B2B content strategy and copywriting directly informs a data-driven GTM plans, high-conversion content that drives the pipeline for B2B tech, SaaS and health tech companies. Based in West Africa Time (WAT, UTC+1) with a flexible schedule to maintain dedicated overlap hours for U.S and European clients. Currently accepting new contracts and retainer engagements.

Work Experience

PRODUCT MARKETING MANAGER

Edupeerhub | Remote | May 2025 -October, 2025

EdTech startup connecting high school learners to university peer tutors for on-demand academic support.

- Led product-market fit research and defined the "Relatable Expertise, On-Demand" positioning for the MVP, achieving a 4.2/5 user satisfaction score at launch
- Created and managed the complete GTM strategy, including messaging frameworks and a targeted outreach plan that signed up 30+ founding members as beta testers.
- Translated user feedback and quantitative data to plan product roadmap, focusing the MVP on the #1 critically requested feature to accelerate adoption.

B2C COPYWRITER AND SEO/CONTENT STRATEGIST

Yuichi.io | Tokyo, Japan (Remote) | March 2025-Present

E-commerce business specializing in selling luxury Japanese espresso cups.

- Built content strategy from ground up by conducting keyword and competitor analysis to build topical roadmap.
- Wrote and optimized 20+ strategic blog posts targeting high-intent keywords to drive organic traffic and establish brand authority.
- Provide ongoing guidance on content architecture and SEO best practices to enhance on-page elements and support long-term growth.

B2B COPYWRITER

Penny Zenker | Philadelphia, United States (Remote) | March 2021-February, 2025

Leadership and productivity blog for corporate executives.

- Led content strategy, and transforming core concepts and podcasts into high-value long-form blog posts.
- Wrote and optimized 50+ articles, driving a 30% increase in organic traffic and expanding reach among executive audiences.

FREELANCE CONTENT STRATEGIST & WRITER

Expat Empire | Porto, Portugal (Remote) | September, 2022-March, 2023

Relocation services including moving abroad guides, job search counsel, and more to American Expats moving to Portugal and Europe.

- Developed core content plan based on in-depth interviews with the CEO, using his firsthand experience relocating from the U.S. to Portugal to answer core client anxieties and questions.
- Wrote a series of long-form SEO-optimized articles that translated authentic stories and pain-points into practical high-value guides establishing brand authority and trust.
- Executed targeted keyword research and on-page SEO, which directly contributed to a 50% increase in organic traffic in less than six months, expanding the company's reach to its target audience.

FREELANCE B2B/B2C CONTENT STRATEGIST & COPYWRITER

Coozmoo Corporation | Baltimore, United States (Remote) | September, 2019- March, 2023

Web development and digital marketing agency for B2B and B2C clients.

- Drove client conversions by developing over 200+ high-converting website and landing page content pieces from scratch, directly supporting lead generation and sales campaigns.
- Developed content strategies that elevated brand authority and systematically increased qualified lead flow for clients across diverse industries.
- Amplified organic reach and engagement by authoring 800+ SEO-optimized blog posts, articles, and press releases, resulting in sustained traffic growth and enhanced campaign visibility for client portfolios.