

OBINNA UMEH

CREATIVE THINKER | WORDSMITH GENIUS

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CAREER OBJECTIVE

Seeking a challenging and dynamic role where I can leverage my diverse background and skills as a versatile writer, editor, and content developer. With a track record of developing innovative strategies, optimizing customer engagement, and driving business growth, I aim to contribute to an organization's success by creating compelling and user-friendly content while ensuring high standards of quality and search engine optimization. With a passion for writing, editing, and scriptwriting, I am eager to apply my skills in a role that values creativity, collaboration, and the power of impactful storytelling. Committed to continuous learning and growth, I am open to new opportunities in various industries, including SEO, marketing, content creation, and beyond.

EXPERIENCE

FOUNDER Dandy Writers

Lekki

January 2023 - Present

- Led cross-functional teams in the development of innovative products and services that exceeded customer expectations.
- Analyzed customer feedback and complaints to identify areas for improvement in order to boost customer satisfaction scores.
- Identified market trends and opportunities for growth, leveraging data-driven insights to drive business decisions.
- Formulated data-driven strategies to improve operational efficiency through automation and process reengineering.
- Designed financial models to evaluate new investments and develop long-term strategies for sustainable growth.
- Created comprehensive marketing campaigns that increased brand awareness and drove sales across multiple channels.
- Developed and implemented strategic plans to increase revenue, streamline operations, and improve customer experience.
- Maintained up-to-date knowledge of relevant laws and regulations governing business operations in applicable jurisdictions.
- Leveraged digital media platforms for effective communication and promotion of products and services.
- Established relationships with key partners and stakeholders to foster collaboration and build successful partnerships.
- Collaborated with IT professionals in the development and implementation of software solutions tailored to business needs.
- Utilized agile project management methodology to ensure timely delivery of projects within budget parameters.
- Built strong relationships with customers by providing exceptional service throughout the entire customer journey.
- Conducted competitive analysis to identify areas for improvement in product design, pricing, distribution.
- Performed extensive research on emerging technologies to identify potential opportunities for competitive advantage.
- Developed detailed process flows to optimize workflow efficiency while ensuring compliance with industry standards.
- Spearheaded initiatives related to corporate social responsibility activities such as philanthropy and sustainability.
- Implemented robust security protocols and procedures designed to protect confidential information from unauthorized access.

- Organized workshops and conferences focused on

- Managed daily operations of the small-scale

- Organized workshops and conferences focused on developing leadership skills among employees at all levels of the organization.

■ **EDITOR** Web 2.0 Ranker

Harrisburg, PA

May 2022 - Present

- Monitored website analytics in order to identify areas where web traffic could be increased.
- Coordinated with fellow team members to develop effective content targeting specific demographics.
- Ensure that written content fits the narration of clients
- Reviewed copy submitted by external contributors for accuracy and clarity prior to publication.
- Researched industry trends to identify opportunities for new content initiatives.
- Identified potential stories through research of current events and industry trends.
- Ensure that written content is error-free and optimised for search engines.
- Contribute to the uploads of content and work submission to clients for review
- Developed relationships with freelance writers in order to secure additional content resources.
- Provided constructive feedback on writing samples submitted by prospective interns or employees.

■ **SCRIPT WRITER** Personal

April 2021 - Present

- Provided feedback on story arcs, character development, dialogue scenes, plot points, pacing, structure. during table reads and script reviews.
- Consulted closely with producers throughout pre-production process regarding script changes required due to budget constraints or location availability.
- Collaborated with producers to ensure that scripts met their creative vision and budgetary requirements.
- Edited existing scripts for clarity, accuracy, consistency of tone, and adherence to legal guidelines.
- Adapted existing works from other mediums into screenplays or teleplays suitable for broadcast or streaming platforms.
- Maintained an understanding of copyright law when adapting material from other sources into scripts.
- Reviewed casting decisions to ensure they matched the desired characterization in the script.
- Managed multiple projects simultaneously while meeting tight deadlines without sacrificing quality work product.
- Analyzed trends within the film, television industry
- Organized writing retreats where teams could collaborate together away from office distractions.
- Participated in brainstorming sessions with writers' rooms to develop ideas for upcoming episodes or seasons of a show.
- Researched, developed, and wrote scripts for television shows with a focus on developing compelling characters and storylines.
- Utilized software such as Final Draft and Celtx to format scripts according to industry standards.
- Developed treatments for pilots and series outlines to pitch new projects to production companies.
- Developed strong relationships with production crew members involved in bringing written words from page to screen.
- Created original concepts for short films and feature-length movies based on research into current trends in the entertainment industry.
- Proofread drafts of scripts submitted by other writers for formatting errors or inconsistencies in story elements.

related to genre preferences among viewers, audiences.

■ **CONVERSION COPYWRITER** WPMU DEV

Birmingham, AL

July 2023 - July 2023

- Monitored website performance metrics such as pageviews, time spent on page, bounce rate to identify areas where improvements could be made.
- Coordinated with other departments such as design, development, sales when necessary.
- Implemented creative solutions to complex challenges while working within tight deadlines.
- Landing page and website copy for new and existing products
- UX/UI copy for our plugins and WordPress platform
- WordPress.org copy for all of our plugin landing pages there
- Produce this content accurately, effectively, and efficiently, in a tone that best represents the company and in a manner that best aligns with the company's business objectives (engagement, conversions, etc)
- Base content decisions on metrics and data; actively adapt and revise new work in line with these; and be prepared to give and receive constructively critical feedback
- Edited existing copy for accuracy and clarity, as well as for tone and style consistency.
- Crafted compelling and effective headlines to draw readers in and encourage them to take action.
- Edited existing copy for accuracy and clarity, as well as for tone and style consistency.
- Email copy for announcements, sales, onboarding, and autoresponder sequences
- Advertising copy for emails, social media, and search campaigns
- Regular copy updates across all of our existing content
- Critically review existing sales copy across the site and our channels, present improvements, and work on new and ongoing projects communicating with new and existing customers
- Work remotely with a team of writers, designers, and developers; report to the Head of Content; and engage with the entire company

■ **CONTENT DEVELOPER** The Tonic Technology Limited

Lekki

February 2022 - May 2023

- Developed comprehensive editorial calendars outlining upcoming publications across all channels.
- Contributed to growing the company's product to over 200,000 users in less than 1 year of release
- Maintained a library of approved images and other digital assets used in content creation.
- Conducted interviews with subject matter experts to gather information for articles.
- Ensured all published materials adhered strictly to brand guidelines.
- Managed multiple projects from conception to completion while meeting tight deadlines.
- Researched industry trends to develop compelling topics for articles, blog posts, white papers.
- Monitored competitor activity on social media platforms in order to stay ahead of the curve.
- Generated ideas for new content formats that would be attractive to readers.
- Optimized content using SEO best practices to improve search engine rankings.
- Utilized A and B testing techniques to evaluate the performance of different pieces of content.
- Collaborated with marketing team to create content for various campaigns, including email and social media.

- Adapted writing style according to the target audience's needs and preferences.
- Identified opportunities for improvement within existing processes related to content development.
- Created multimedia content such as infographics, videos, webinars, podcasts, and presentations.
- Provided feedback on colleagues' work in order to ensure quality control standards were met.
- Edited and proofread existing content for grammar, accuracy, clarity, consistency, and style.
- Editing and proofreading new content before publication.
- Writing technical content for organization products and services.
- Staying up to date with various methods to create engaging and attractive content.
- Manage the Company's Social Media Accounts
- Built relationships with influencers and bloggers in order to promote brand awareness.
- Analyzed website analytics data to measure the effectiveness of published content.
- Developed and implemented content strategies to increase user engagement and drive website traffic.
- Drafted press releases that effectively communicated company initiatives.
- Writing new web content and editing existing content.
- Managing the distribution of content through our various channels, including social media.
- Performing precise keyword research.
- Perform other duties as may arise from time to time and as may be assigned to the employee.

● **TEAM LEAD AND CONTENT CREATOR** LAAM Global
Dublin

January 2022 - April 2023

- Grew the company's brand awareness
- Trained interns who later became employees
- Developed and implemented content strategies to increase website traffic, engagement and brand awareness.
- Analyzed key performance metrics to measure the success of campaigns and adjust future strategies accordingly.
- Developed relationships with influencers who can help promote brand messages through their networks.
- Monitored user feedback from comments sections, surveys or interviews.
- Created high-quality content for multiple channels including blog posts, newsletters, social media posts, press releases, video scripts and more.
- Engaged audiences through engaging conversations on social media platforms.
- Coordinated with external vendors to deliver quality content within budget constraints.
- Brought up effective suggestions and ideas to create more brand awareness and generate leads
- Managed the production of digital assets such as videos, podcasts, webinars and infographics.
- Provided guidance on how best to use different types of multimedia elements.
- Identified opportunities for repurposing existing content into new formats for various platforms.
- Adapted quickly to changing trends in technology and digital media.
- Facilitated collaborations between internal teams to ensure timely delivery of projects.
- Conducted research on industry trends to inform content creation decisions.
- Assisted in developing comprehensive editorial guidelines for all contributors.
- Collaborated with designers to create visuals that support content objectives.

- Edited and proofread written pieces to ensure accuracy in grammar, spelling and punctuation.
- Stayed up-to-date with emerging technologies that could be applied in the context of content creation.
- Maintained an organized library of published materials to facilitate easy access when needed.

- Ensured compliance with relevant laws and regulations related to online publishing.
- Optimized existing content for SEO purposes by implementing best practices for keyword usage.

■ **CONTENT WRITING SPECIALIST** Dissimilar Media NAIRAOBI

April 2022 - June 2022

- Interviewed subject matter experts to gather information for assigned projects.
- Researched and analyzed industry trends in order to create relevant content for a variety of projects.
- Created, edited, proofread and revised various types of documents including reports, emails, presentations, brochures, articles and other promotional materials.
- Analyzed customer feedbacks in order to identify potential changes needed in written communications.
- Developed procedures for ensuring quality control throughout the writing process.
- Conducted comprehensive research on topics related to assigned projects in order to produce accurate content.
- Utilized advanced writing techniques to craft compelling web copy that resonated with readers.
- Developed and managed content creation process to ensure accuracy and consistency of written materials.
- Managed multiple projects simultaneously while meeting tight deadlines.
- I write several contents for the company:
 - Website contents
 - Marketing contents
 - Blog Articles
 - Press Releases
 - Email Contents
- Identified areas where language could be improved or clarified within existing documents.
- Reviewed completed works prior to submission for final approval by management.
- Assisted in developing editorial standards and brand guidelines for internal use.
- Edited manuscripts for publication according to established style guidelines.
- Collaborated closely with marketing team to develop effective communication strategies for target audiences.
- Maintained records of all revisions made during the document production process.
- Provided guidance on grammar rules and usage conventions in order to improve the overall quality of written materials.
- Leveraged social media platforms such as Twitter and Facebook to promote company's products and services.

■ **VIRTUAL ASSISTANT** Pic Ur Photo NY

May 2022 - June 2022

- Facilitated communication between managers, employees, customers, vendors, and other stakeholders.
- Respond to customers using the guides and
- Responded to emails in a timely manner while providing accurate information.
- Keep track of where all customers are in our sales

cheatsheets (customer service).

- General data entry work, especially with keywording photos and videos.
- Basic Photo Editing

funnel.

- Web design
- Blog post writing and SEO writing

■ **INDEPENDENT COPYWRITER** Foxillas

WA

May 2022 - May 2022

- Developed editorial calendars outlining deadlines and publishing dates for all content pieces.
- Collaborated with designers and other stakeholders on marketing materials to ensure brand consistency.
- Designed compelling headlines that effectively captured readers' attention.
- Maintained a library of digital assets including logos, images, videos.
- Edited existing copy to ensure accuracy of grammar, spelling, and style in accordance with company standards.
- Utilized strong storytelling skills to create engaging narratives that resonated with customers.
- Leveraged A and B testing methods to optimize the effectiveness of various marketing initiatives.
- Monitored online conversations related to the brand across various platforms such as Twitter and Facebook.
- Created high-quality copy for corporate newsletters and brochures, utilizing persuasive writing techniques.
- I wrote several contents for the company:
 - Website contents
 - Marketing contents
 - Blog Articles
 - Press Releases
 - Email Contents
- Researched industry trends and competitor strategies to inform creative direction.
- Participated in brainstorming sessions to generate innovative concepts for promotional campaigns.
- Proofread copy for typos and errors before submitting finished projects for review.
- Adapted written material into multiple formats suitable for different channels such as print or digital media.
- Generated ideas for fresh new blog topics that resonated with target demographics.
- Drafted press releases highlighting key accomplishments or announcements from the organization.
- Developed content for websites, blogs, social media posts, and email campaigns to drive engagement with target audiences.
- Analyzed web analytics data to identify areas of improvement in website performance.
- Ensured compliance with legal regulations when creating advertising content such as disclaimers or disclosures.

EDUCATION

■ **BACHELOR (HONOURS) IN LAW CANDIDATE**

Nottingham Trent University, UK

Expected graduation June 2026

■ DIPLOMA IN LAW

University of Port Harcourt, Rivers, Nigeria

September 2021

Relevant Coursework

- Human Right Law
- Constitutional Law
- Use of English in Law
- Law of Tort
- Law of Evidence
- Administrative Law
- Criminal Law

Awards & Honors

- 4.00 GPA

■ CERTIFICATION IN ENGLISH FOR CAREER WRITING

University of Pennsylvania, Philadelphia, PA, US

May 2018

Awards & Honors

- 95.7%

■ HIGH SCHOOL DIPLOMA

Grace Springs School, Lagos

July 2017

Awards & Honors

- Best Graduating Student

SKILLS

- Strategic Vision
- Team Leadership
- Grammar Usage
- Social Media Content Writing
- Content Optimization
- Project Management
- Business Development and Planning
- SEO Principles
- Copywriting, Editing and Review
- Developing Creative Content

CERTIFICATIONS

- Ambassador, Fundación César Egido Serrano, Museo de la Palabra, 2018
- Jobberman Soft-Skills Training, Jobberman Nigeria, 2022
- Screenwriting, Udemy, 2023
- Social Media Management, Great Learning, 2023
- Fundamentals of Digital Marketing, Google Digital Skills for Africa, 2023
- Content-Led Search Engine Optimization, Semrush Academy, 2023
- SEO Training, Udemy, 2023
- Remote Intern, International Model United Nations Association (IMUNA), 2021
- Editing Mastery, Udemy, 2022
- English for Career Development, Coursera & University of Pennsylvania, 2018
- Digital Marketing Certification, HubSpot Academy, 2023
- The Complete Digital Marketing, Udemy, 2023
- SEO Certification, HubSpot Academy, 2023