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OBJECTIVE

As a Writer and Content Curator, my objectives center on delivering high-quality, engaging, and informative content that aligns with the interests of the audience. Here's a breakdown of my key goals:

1. Create Engaging and Relevant Content: My primary objective is to write content that captivates the audience while remaining informative and aligned with the brand or platform's goals. Whether it's through storytelling, tutorials, or informative articles, I strive to keep the content both engaging and valuable.

2. Maintain Consistency in Quality and Tone: I aim to deliver consistently high-quality content that matches the style, tone, and voice of the platform or brand. This includes ensuring clarity, accuracy, and proper grammar, all while maintaining a unique flair that sets the content apart.

3. Curate Content that Adds Value: As a content curator, I focus on selecting, organizing, and presenting relevant content that enriches the user experience. This involves researching trending topics, staying

EXPERIENCE

Premium Times Nigeria

2019 - present

Content curator

As a Content Curator at Premium Times Nigeria, I specialize in sourcing, organizing, and presenting high-quality, engaging content that informs and inspires our audience. My role involves staying updated with the latest news and trends, ensuring accuracy, and maintaining the publication's standards of excellence. With a focus on storytelling and audience engagement, I collaborate with a dynamic team to deliver impactful journalism that resonates with readers across Nigeria and beyond.

Blue mahogany

2022 - present

writer

As a writer at Blue Mahogany, I focus on creating engaging and impactful content that aligned with the brand's vision. My role involve crafting articles, stories, and promotional materials that resonated with the target audience. I develop my writing skills and contribute to projects that highlight creativity and innovation.

YouTube

2017 - present

video content creator

As a **Video Content Creator** for **YouTube**, I specialize in producing high-quality videos that are tailored to the unique needs and style of each client. My role involves conceptualizing, scripting, shooting, and editing videos that engage viewers and meet the objectives of the channel. Whether it's creating educational tutorials, entertaining vlogs, or promotional content, I ensure that each video is aligned with the brand's identity and resonates with the target audience.

I focus on crafting compelling narratives, creating visually appealing content, and optimizing videos for YouTube's algorithms to enhance discoverability. This involves choosing the right topics, adding creative elements like graphics and music, and ensuring the content is shareable and relatable. By keeping up with trends and audience preferences, I adapt my approach to deliver content that stands out and drives engagement on the platform.

EDUCATION

Lagos State University

2018 - 2023

Mass communication

Grades - **4.70**

PROJECTS

content curator

Played a key role in curating, editing, and publishing news content for Premium Times Nigeria, with a strong focus on producing engaging and informative reports that kept the audience well-informed. Collaborating closely with the editorial team, I contributed to the development and refinement of news stories, ensuring that every piece adhered to rigorous journalistic standards and ethical practices. My work involved conducting in-depth research, fact-checking, and working with writers to ensure clarity, accuracy, and timeliness. By maintaining a keen eye for detail and

updated with industry developments, and providing audiences with a diverse range of informative and entertaining materials.

4. Optimize for SEO and Engagement:

Whether creating original content or curating from other sources, I ensure that the material is optimized for search engines, using relevant keywords and SEO strategies. My objective is to increase the content's reach and engagement, ensuring it attracts the right audience and performs well on digital platforms.

5. Adapt Content for Different Platforms:

Recognizing the diversity of platforms and audiences, I tailor content to suit specific formats—whether it's YouTube scripts, blog posts, or social media content—ensuring it resonates with the platform's audience and maximizes engagement.

6. Stay Informed and Evolve with Trends:

I continually research and stay updated on emerging trends and technologies, adapting my content creation and curation strategies accordingly to remain relevant and effective.

SKILLS

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Strong Writing Skills: Crafting clear, engaging, and grammatically correct content tailored to the target audience.

Research Proficiency: Gathering accurate information and staying informed on various topics to create credible content.

Creativity: Developing original ideas and approaches to storytelling or content creation.

Editing and Proofreading: Ensuring content is error-free and polished in terms of grammar, punctuation, and tone.

Adaptability: Writing in different styles and formats, such as articles, blogs, scripts, or promotional materials.

SEO Knowledge: Incorporating keywords and optimizing content for search engines to improve visibility.

Time Management: Meeting deadlines and managing multiple writing projects efficiently.

Attention to Detail: Maintaining accuracy and consistency in content, especially in technical or data-driven writing.

Communication Skills: Collaborating with editors, clients, and team members to meet content goals.

being proactive in the editorial process, I helped deliver high-quality content that resonated with readers while upholding the publication's reputation for excellence in journalism.

writer

Developed engaging articles and content for Blue Mahogany, ensuring high-quality writing that not only captivated readers but also maintained consistency with the brand's unique voice. I conducted in-depth research to craft informative and compelling pieces, ensuring each article resonated with the target audience while aligning with the company's editorial standards. Additionally, I collaborated closely with the editorial team to refine content, adapt to evolving trends, and uphold the company's commitment to excellence in digital storytelling.

video content creator

As a Video Content Creator, I was responsible for conceptualizing, producing, and editing high-quality videos tailored to specific audiences. I worked across multiple stages of video production, from brainstorming and scripting to filming and post-production, ensuring the final product was engaging, visually appealing, and aligned with the brand's goals. My work involved collaborating with other team members to ensure creative direction, conducting research to develop relevant content ideas, and utilizing editing software to create polished, shareable videos. I also optimized videos for platforms like YouTube, ensuring they were SEO-friendly and effectively captured viewer attention through captivating titles, thumbnails, and descriptions.

REFERENCE

Jay Carter - Journalist

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Mathew David - production Assistant

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Amanda Obi - Youtuber

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Audience Awareness: Understanding the target audience's needs and preferences to craft relatable and impactful content.

Content Discovery and Research: Identifying and sourcing high-quality, relevant content while staying updated with industry trends, news, and audience preferences.

Analytical Skills: Evaluating content for accuracy, relevance, and quality, and understanding audience metrics to adjust strategies.

Content Organization: Categorizing and presenting content in a structured, engaging way and managing content calendars.

Social Media Management: Sharing curated content on relevant platforms and engaging with audiences through comments, shares, and discussions.