

IGWE CHINWEOKE AUGUSTINE

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CONTENT WRITING | OPERATIONS MANAGEMENT

Dynamic Content Writer and Operations Manager with a multifaceted background in IT career consulting, Hospitality, and travel and tours. Expertise in creating SEO-optimized content that enhances brand visibility and engages target audiences. Skilled in developing content strategies that align with business objectives while ensuring consistency in brand voice. Excelled in streamlining processes, improving efficiency, and leading cross-functional teams to deliver top-tier service. Demonstrated ability to manage budgets, oversee daily operations, and implement strategies that drive customer satisfaction and business growth. Leveraging industry knowledge from IT Consulting and operational insights from Hospitality to consistently deliver impactful results across content creation and operational management.

SKILLS AND CORE TOOLS

- Process Improvement
 - Audience Engagement
 - Business Management
 - Copywriting and Editing
 - Brand Voice Consistency
 - Operations Management
 - Excellent Communication
 - Market Research
 - Sales & Marketing
 - Graphics Designing
 - Interpersonal Skills
 - Strategic Content Planning
 - Training and Development
 - Social Media Content Management
 - Canva Pro
 - MS Teams
 - Slack | Trello
 - Monday.com | Asana
 - HubSpot | Zoho CRM
 - MS Suite | Google Suite
 - Word Press Blog Writing
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Content Writer (Remote) – RKY Careers, UK

2024 – Present

- Conduct thorough research on industry-related topics, combining online sources, interviews, and studies to gather relevant information.
- Produce well-structured drafts using Content Management Systems (CMS), ensuring all content is aligned with brand voice and messaging.
- Before publication, proofread and edit content, including blog posts, articles, and social media updates, and ensure accuracy, consistency, and adherence to style guides.
- Work closely with marketing, design, sales, product, and customer service teams to gather insights and create content that supports business goals.
- Implement SEO best practices by optimizing content with provided keywords, ensuring maximum visibility and reach.
- Research and write authoritative, long-form articles, blog posts, guides, and content about in-demand tech skills and certifications.

Operations Manager – Ziracon Travels and Tours

2023 – 2024

- Oversaw the development of a user-friendly and easy-to-navigate website for the agency, which resulted in a 25% increase in client engagement and revenue generation.
- Increased social media engagement by 20% within four months through targeted content strategies and community engagement initiatives.
- Monitored and improved customer satisfaction levels, implementing strategies that fostered positive customer experiences and loyalty.
- Facilitated smooth travel experiences for clients by providing expert guidance on work permits, accommodations, and transportation options, resulting in a 20% increase in client referrals.
- Enhanced customer satisfaction scores by 8% through proactive customer support and resolution strategies, significantly boosting client retention and brand loyalty.
- Decreased response time to customer inquiries by 5% by implementing a chatbot system using HubSpot CRM and optimized support workflows.

Manager – P5 Clothing India-Nigeria Branch

2020 – 2023

- Directed and managed sales operations for the Nigeria branch of P5 Clothing India, overseeing a team of sales professionals and ensuring alignment with company objectives and targets.
- Successfully launched new product lines and initiatives, driving market penetration and revenue growth in key segments.

- Developed and implemented strategic sales plans and initiatives to drive revenue growth, expand market share, and achieve sales targets across various product lines and customer segments by 15%.
- Identified new business opportunities and market trends through conducting market research and analysis to inform sales strategies and business development efforts.
- Achieved a 25% increase in sales revenue year-over-year by implementing targeted sales strategies and expanding the customer base.
- Negotiated and secured major businesses with key clients and retail partners, contributing to business expansion and market leadership

Food & Beverage Supervisor – De Santos Hotels

2018 – 2019

- Oversaw and managed the day-to-day operations of the food and beverage outlets, ensuring smooth and efficient functioning, leading to a 10% improvement in operational efficiency and guest satisfaction.
- Ensured strict adherence to food safety and hygiene standards, maintaining a safe and clean dining environment that consistently met health regulations, contributing to a 12% increase in positive health inspection scores.
- Monitored food and beverage quality, presentation, and consistency to meet the hotel's standards and guest expectations, resulting in a 15% increase in positive guest feedback and repeat business.
- Created and managed staff schedules, considering business demands, labour laws, and staff availability, ensuring optimal coverage and compliance, which led to an 8% improvement in employee satisfaction.
- Generated detailed reports on food and beverage sales, expenses, and profitability, analyzing data to identify opportunities for improvement and achieving a 22% increase in profitability.

Key Achievements

- Created and promoted compelling content across social media platforms, leading to a 15% increase in engagement rates and expanding the brand's online community.
- Implemented a weekly blog series that doubled the company's blog subscribers in three months, positioning the brand as an industry thought leader and driving sustained audience growth.
- Streamlined sales processes and procedures, significantly increasing operational efficiency and reducing costs by 10%, leading to a more productive and profitable business environment.
- Oversaw the creation and development of various social media handles for the agency, which comprised Facebook, Instagram, Twitter, and LinkedIn, which led to a 20% increase in revenue generation and employee retention.

EDUCATION

Higher National Diploma (Upper Credit) Public Administration | Federal Polytechnic Nekede **2016**

National Diploma Public Administration | Federal Polytechnic Nekede **2012**

TRAINING & CERTIFICATIONS

Alison Learning | Content Writing

Google IT Support Fundamentals | IT Support

HubSpot CRM | Digital marketing

Hibreed Station Canada | User Experience Designing

Aleph Digital Ad Degree | Digital Marketing

Salesforce CRM | Associate