

# Idahosa Isaiah

Lagos, Nigeria 100001

[osas.wits@gmail.com](mailto:osas.wits@gmail.com)

+234 904 533 2136

Experienced Content Writer, Editor, and Marketing Research.

As a versatile professional with a background in content creation, editing, and marketing research, I bring a unique blend of skills to the table. My journey has been shaped by both practical work experience and academic pursuits in business management.

Key Qualifications:

- **Content Creation:** Proficient in crafting engaging and informative content across various platforms. From blog posts to social media updates, I've honed my ability to communicate effectively.
- **Editing Expertise:** Meticulous attention to detail allows me to polish and refine written material. Whether it's proofreading articles or ensuring consistent style, I take pride in maintaining high editorial standards.
- **Marketing Research:** My curiosity drives me to explore market trends, consumer behavior, and industry insights. I've conducted research projects, analyzed data, and translated findings into actionable strategies.
- **Business Management:** As a student of business management, I've gained foundational knowledge in areas such as organizational behavior, marketing, and strategic planning.

Professional Approach:

- I thrive in collaborative environments, valuing teamwork and open communication.
- Adaptability is my forte—I embrace new challenges and stay current with industry developments.
- Strong analytical skills allow me to dissect complex information and present it in a clear, concise manner.

**Career Objective:** I aspire to contribute my multifaceted expertise to an organization where creativity, research, and business acumen intersect. Whether it's creating compelling narratives, optimizing content for SEO, or analyzing market dynamics, I'm ready to make an impact.

Authorized to work in the US for any employer

## Work Experience

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### **Director of Communications**

Breakthrough the Nation - Virginia Beach, VA

February 2024 to Present

- Develop, implement, and evaluate the annual communications plan in collaboration with the nonprofit team and constituents.
- Set and guide the strategy for all communications, website, and public relations messages.
- Ensure consistent articulation of the nonprofit's mission across various channels.
- Position the nonprofit as the primary source, disseminator, and conduit of information within a diverse network and constituent base.
- Work closely with senior peers on strategic initiatives.
- Manage all media contacts.
- Lead the generation of online content that engages audience segments and drives measurable action.
- Decide when, where, and how to disseminate information.

- Oversee the development, distribution, and maintenance of print and electronic collateral (newsletters, brochures, annual reports, etc.).
- Coordinate webpage maintenance and ensure timely updates.
- Build external relationships with funders, media, and other stakeholders.
- Organize annual meetings that engage discreet audiences.
- Monitor public opinion of the organization.

### **Content writer**

Breakthrough The Nation - Virginia Beach, VA  
November 2022 to Present

- Create articles and blogposts that depict the mission and vision of the mission
- Write video scripts for video commercials
- Generate copy for social media
- Create email newsletter for fundraising campaigns

### **Junior Editor**

Parrallel Facts - California City, CA  
June 2022 to Present

- Researched, wrote, and edited articles on diverse topics, adhering to the newspaper's style guidelines, journalistic ethics, and AP style.
- Collaborated with senior editors and journalists to brainstorm and develop engaging story ideas, ensuring a fresh and captivating perspective.
- Conducted interviews with key stakeholders, experts, and community members, gathering insightful information for articles.
- Fact-checked and verified information to ensure accuracy, credibility, and adherence to the newspaper's editorial standards.
- Assisted in proofreading and editing colleagues' articles, offering constructive feedback to enhance clarity, coherence, and readability.
- Developed captivating headlines and subheadings that captured readers' attention and accurately represented the article's content.
- Worked closely with the design team to create visually appealing layouts and graphics, enhancing the overall reading experience.
- Successfully managed multiple assignments simultaneously, meeting strict deadlines without compromising quality.
- Actively monitored industry trends, breaking news, and emerging topics, ensuring up-to-date coverage and relevance.
- Utilized various digital platforms and content management systems to publish articles online, optimizing SEO and driving website traffic.

### **Sales Intern**

Mogul Global TB - Georgia  
May 2022 to Present

- Research on competitors and implementing on marketing strategy
- Track latest trends
- Review feedback from social media engagement

### **Volunteer Writer**

Autumn Wind - Lagos

February 2020 to Present

- Created compelling content for the organization's and social media platforms (Telegram channel and WhatsApp groups)
- Researched and wrote articles on various topics related to the organization's mission
- Collaborated with team members to develop content strategies

## **History Teacher**

Eagles Ville Secondary School - Ota, Ogun state

August 2022 to April 2023

- Developed lesson plans and instructional materials for history classes
- Provided guidance and support to students to help them achieve their academic goals
- Conducted assessments and provided feedback on student progress

## **Missionary**

The Father's Step - Ilorin

February 2017 to June 2021

1. Engage in evangelism and outreach activities, sharing the gospel and providing spiritual guidance to individuals and communities.
2. Build relationships with local leaders, churches, and organizations to establish partnerships and collaborative initiatives.
3. Conduct religious services, lead worship sessions, and deliver inspiring sermons that resonate with diverse audiences.
4. Offer pastoral care, counseling, and prayer support to individuals and families facing hardships or seeking guidance.
5. Facilitate community development programs, including education, healthcare, and poverty alleviation initiatives.
6. Organize and participate in mission trips, locally and nationwide, to extend the reach of the ministry.
7. Collaborate with a team of missionaries and ministry staff, fostering a supportive and unified work environment

## Education

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### **B.Sc in Business Management**

Ladoke Akintola University of Technology - Oyo

September 2021 to Present

### **High school diploma**

Iganmode Grammar School Oya - Ogun state, Nigeria

September 2013 to September 2017

## Skills

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- Proofreading
- Copywriting
- Content Creation
- Customer service

- Writing skills
- Customer support
- Copy editing
- Microsoft Office
- Organizational skills
- Leadership
- Communication skills
- Administrative experience