

PRISCILLA OCHEME

Phone: +2348155835936 | Address: Lagos State, Nigeria

Email: priscillaocheme26@gmail.com

LinkedIn: <https://www.linkedin.com/in/priscilla-ocheme/>

PROFILE SUMMARY

Versatile and intuitive Content Writer with excellent knowledge and experience implementing creative, customised, and cutting-edge SEO solutions supporting the firm's online presence and facilitating promotions and marketing strategies across diverse environments. Demonstrated ability to develop compelling website copy with strong editing and storytelling skills by performing keyword research, content analysis and optimisation to achieve client project goals. Able to produce client-orientated technical documentation to accelerate knowledge transfer across the business and enable people to grasp technology and processes efficiently. Proven adaptability and expertise in various industries covering various topics across IT and the Financial sector. Keen on maintaining a consistent tone and voice for the client's brand, contributing to successful digital strategy and analysis, and supporting content initiatives to achieve business outcomes and positive client satisfaction.

CORE COMPETENCIES

- | | | |
|---------------------|------------------------------------|--------------------------------|
| • Content Creation | • Research & Analysis | • Process Improvement |
| • Copywriting | • Search Engine Optimisation (SEO) | • Content Strategy Development |
| • UX Writing | • Web Content Development | • Reporting and Documentation |
| • Technical Writing | • Client Relationship Management | • Engagement Management |

SKILLS

- Excellent leadership, teamwork, interpersonal, organisational, multi-tasking, relationship-building, and communication skills.
- Excellent persuasive writing skills with a keen eye for details, excellent proofreading skills, and accuracy in editing and copywriting.
- Knowledge of social media and blogging applications and familiarity with delivering effective communications in the digital space
- Ability to generate creative, engaging stories, developing multiple solutions with high technical capability, support, and commitment to impact operational improvement.
- Able to collaborate, research, brainstorm, and pitch creative article topics while identifying opportunities and planning improvements to existing content and internal processes.
- Experience entering and editing content in a web content management system (CMS), writing optimised blog posts and other content for SEO.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Spreadsheet), MailChimp, Google Documents, and WordPress.

CAREER ACHIEVEMENT

- Implemented strong SEO strategies to improve content performance, resulting in a notable **25% boost in social media views, engagements, and organic traffic** for several posts.
- Developed blog post leads on social media, which led to a **remarkable 10% growth in website traffic and increased the brand's online presence**.
- Took leadership in managing and training a team of four writers, optimising the utilisation of Content Management Systems (CMS), resulting in elevated article quality and increased views.
- Worked closely with editors and managers across diverse units, fostering a dynamic brainstorming environment that created improved and trending content.

PROFESSIONAL EXPERIENCE

Freelance Writer – Youverify
2023

Feb 2023 – Nov

- Wrote insightful and comprehensive articles covering diverse technical topics, demonstrating a deep understanding of complex subject matter.
- Implemented on-page SEO techniques to optimise website content, significantly enhancing online visibility and search engine rankings.
- Applied advanced optimisation techniques to enhance technical articles' clarity, readability, and effectiveness, ensuring alignment with industry standards.
- Incorporated advanced copywriting techniques to positively impact conversion rates, contributing to increased user engagement and business success.

- Produced and published in-depth, well-researched B2B articles on modern technology security practices, enriching the blog with high-quality content and positioning it as a valuable resource in the industry.
- Regularly collaborated with diverse clients to tailor content strategies, ensuring alignment with brand objectives and target audience preferences.

Content Writer/Editor – Battabox Media
2023

Nov 2022 – Oct

- Strategically leveraged on-page SEO techniques to increase traffic across various writing formats, enhancing overall content visibility and reach.
- Conducted extensive research to develop audience-centric content that effectively drove engagement and successfully achieved campaign goals.
- Ensured the production of error-free articles by overseeing the proofreading and editing process for a team of writers, maintaining high-quality standards.
- Managed and trained a team of writers, focusing on improving SEO techniques, leading to enhanced content performance and increased conversion rates.

Financial Writer – Satoshi Media
2022

Nov 2021 – May

- Created content that supported businesses and customers within the organisation's financial and technology sector practice areas.
- Conducted comprehensive price analysis for diverse financial assets, focusing on cryptocurrencies and optimising client investment strategies.
- Produced high-quality fintech and SaaS articles tailored for effective marketing campaigns, utilising expertise in translating complex financial concepts into accessible content.
- Crafted compelling and engaging blog posts, demonstrating a knack for simplifying intricate financial topics to captivate a broader audience.
- Executed in-depth research initiatives on various financial assets, producing comprehensive roundups and long-form articles for prominent financial platforms.

LEADERSHIP AND VOLUNTEERING EXPERIENCE

Secretary – Start 101
2019

- Documented minutes for every lead generation meeting.
- Corresponded with possible participants on masterclasses and creative workshops
- Assisted along with a team of five to put together startup-themed workshops
- Drafted, edited and published newsletters for subscribers on online channels

Volunteer **Instructor** – God's Lighthouse
2023

- Guided young individuals in mastering SEO techniques in article writing, fostering their skills and knowledge.

TRAINING AND CERTIFICATIONS

- **Certificate in UX Writing** In view
- **Search Engine Optimisation** – Hubspot Academy
2021