

OBINNA UMEH

CREATIVE THINKER | FLEXIBLE WORKFORCE ABILITY

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Lekki, Lagos 101245

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.

Organized workshops and conferences focused on

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.

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.

■ **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.
- 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
- 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.
- 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
- Brought up effective suggestions and ideas to create more brand awareness and generate leads
- Managed the production of digital assets such as

- 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.
- 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.

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.
- 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.

- 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.

- 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.

- 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 cheatsheets (customer service).
- General data entry work, especially with keywording photos and videos.
- Basic Photo Editing

- Responded to emails in a timely manner while providing accurate information.
- Keep track of where all customers are in our sales 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

- 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

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

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 WRITNG

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
- Project Management
- Business Development and Planning

- Grammar Usage
- Social Media Content Writing
- Content Optimization
- 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

REFERENCES

References available upon request