

# Blessing Enofe, Digital Creative Communicator

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Ibadan, Oyo State

## Profile

- I am a switched-on creative who thinks outside the box, produces innovative digital communications solutions and is committed to continuous learning and development.
- I am an organised, innovative, resourceful and performance-driven individual with a demonstrated ability to deliver optimal results with minimal supervision whilst working within a team environment.
- Fluent in written and spoken English.

## Core Competencies

- Strategic content development and management
- Leadership, organising and planning, teamwork
- Self-directed learning, attention to detail and excellent time management
- Freelance project management
- Learning and development
- Problem-solving, creative and critical thinking

## Technical Competencies

- User Experience Writing
- Qualitative research
- Conversion/direct response/creative copywriting
- Content writing and Storytelling with creative content

## Education

### 2014 - 2018 University Of Ibadan

1. Bachelor of Science [B.Sc]; Medical Biochemistry

### 2012 - 2013 Global Cambridge College.

2. Cambridge A' Level; Science (PHY, CHE, BIO)

## Professional Experience

### October 2021 - Present | Product (Content-/ UX-/ Copy-) writer | Salvo Agency International | Ibadan

- As a member of the creative team, I am responsible for researching, writing and editing content for a variety of projects (including print, web, mobile, video, and social media), working closely with the engineering and marketing teams to brainstorm ideas, develop concepts, and execute projects. To improve the user experience and the product interface. My responsibilities include:
- Planning, writing and executing product copy with the aim of improving the user interface.
- Being the first point of contact for any inconsistencies or improvement ideas for product copy.
- Creating webpages and in-app microscopies (emails, buttons, menus, descriptions, instructions, CTAs, error messages, etc.)

- Coordinating with the UX designer to make product microcopies.
- Coordinating with Graphic Designers to create illustrations and graphics for product features.
- Participating in the product development process to ensure the design of the product is intuitive.
- Conducting in-depth research about the product and the market.
- Updating and improving descriptions.
- Writing clear, super-engaging copy with the brand voice for ads, news blog publications, websites, social media posts, email campaigns and landing pages.
- Writing User experience microcopies to guide users to effectively use our Software-as-a-service platform.
- Conducting thorough research and digging out original niche content to re-use for the company's content marketing efforts by analyzing competitors' content, messaging and distribution tactics.
- Implementing a content editorial calendar to manage content creation.
- Developing relevant content topics to reach the company's target customers i.e. create, curate, and manage all published content (images, video, written).
- Collaborating with graphic designers, video editors, PR, web designers and other professionals.
- Continuously learning about our target audiences for exceptional copywriting i.e identifying target audiences and their key demographics, interests, and online behaviour.
- Surveying current customers to understand and validate strategic and tactical decisions.
- Gaining an understanding of the basics of SEO to make sure that web searchers can find published content and ensure it appears on the first page of Google and other search engines.
- Tracking web analytics to ascertain content engagement levels and reach to help improve future content marketing, publishing strategies and campaigns.

**March 2020 – Present | Freelance Digital Creative Communicator | Luvlybee's Multidimensional Services | Remote**

- Responsible for Clients' brand awareness and establishment across the internet for overall productivity.
- Creating strategic freelance project calendars and scheduled content to carry out clients' projects.
- Supporting Digital publications in the form of creative content writing and editing, Blogging; Customised articles.
- Storytelling using comics illustration drawings and other content formats including 2D, 3D, Text, whiteboard animations and video slides.

**August 2021 | Creative Copywriter | Big Field Digital | Ibadan**

- Wrote clear, attractive copy with a distinct voice.
- Interpreted copywriting briefs to understand project requirements.
- Collaborated with designers, the digital marketing team, and other professionals on large- and small-scale marketing projects (e.g. email campaigns and landing pages).
- Conducted high-quality research.

- Edited and proofread copies as needed.
- Used SEO principles to maximize copy's reach.
- Sourced for images and other content.

**May 2021 – September 2021 | Content Strategy Writer | Vyudu Inc. | Remote Contract**

- Wrote neat and concise articles without the use of bots or spinning software so that the articles were natural and in normalised American English.
- Wrote original articles free of plagiarism, on topics provided by the organisation.
- Utilised the Asana platform to organise my writing process from start to finish, while staying in touch with the organisation.

**November 2020 – February 2021 | SBCC Assistant (A360 Amplify Project) | Society for Family Health | Abuja**

- Created strategic content calendars and scheduled content display for the A360 Nigeria Instagram page, and managed the A360 Nigeria Instagram page.
- Social Media Campaign management- including managing the comment section of the posts on the 9ja Girls Facebook page using the 9ja Girls brand tone and creating key messages (Community Engagement).
- Participated in Content Management Workshop for the A360 Amplify Nigeria's 9ja Girls initiative and brainstormed ideas with the SBCC content team.
- Provided editorial assistance (media consultancy report reviews).
- Provided guidance and counsel to Adolescent girls when needed.
- Empowered girls aged 16 - 24 with skills for life, love and health through social media.

**August 2020 – November 2020 | Human Resource Assistant, Society for Family Health | Abuja**

- Staff documentation and records management.
- Registration of new staff.
- Received and provided responses to both inbound and outbound inquiries relating to the HR function.
- Database Management (SAP) for Staff, Consultants and Temporary Hires.
- Staff Medicals allowance and HMO Administration, including writing introduction letters to Registered hospitals.
- Coordinated tests and Interviews for short-term staff.
- Designed, printed and administered staff Identification Cards.
- Received documents addressed to HR.
- Compiled short-term staff wages payment schedule.
- Provided support for various projects (GF MAL, MTV Shuga, GF HIV, A360, etc.)

**January 2020 – July 2020 | Campaign Officer for Digital Economy Web Project | Kadnetworks Ltd | Abuja**

- Registered clients and made sure that their jobs were done and delivered.

- Promoted, networked, collaborated and advocated for digital economy and literacy using social media content including creating and managing a Facebook group to keep prospective clients enlightened about the project.
- Created a Whatsapp broadcast list of clients, communicated with them and engaged them with informative content relating to website creation, design and management in form of articles, videos and graphics.

**November 2019 - December 2019 | Opera News Content Creator And OPay - OCar Brand Promoter | Opera Norway AS Group | Hybrid (Benin City)**

- Informed potential users about the brand and how they can use and benefit from it.
- Registered potential users to the platform, using the android application.
- Informed and registered Car owners about the brand and how they can benefit from it.
- Sourced for users and drivers daily.
- Gave reports of daily promotion outcomes to team leader.
- Created Content for the Opera News platform.

**August 2019 - November 2019 | Content Developer and Social Media Manager | Bifixit AND Technology Solutions Limited | Benin City**

- Content creation and Backend content uploads for all websites managed by the company.
- Co-supervised Consultants and freelance part-time content creators and professional writers. Managed the organisation's social media platforms.
- Client service and relationship management.

**April 2018 - March 2019 | NYSC Intern / Regulatory Officer | National Youth Service/ National Agency for Food and Drugs Administration and Control (NAFDAC) | Lokoja**

- Inspected the Nigerian Market for unregistered, expired and fake goods, drugs and other regulated products.
- Inspected factories of regulated products to ensure that they follow accepted Good Manufacturing Practices (GMP).
- Made detailed reports on the outcome of the inspections.
- Participated in Quality Management Systems training and seminars.
- Provided executive and secretarial assistance to the Director.

**Internship and Volunteering Experience**

- **2023 - Present** | Teens Character Mentor, Virtual Human Computer Interaction Lab, Lagos Business School, Pan-Atlantic University
- **2021 - Present** | Teens Tutor, God's Love Tabernacle Teens Church (GLT Agricola)
- **2022** | Mentor (Career in Technology and Innovation), Mentor Her to Greatness Program (Cohort 2)
- **2020 - 2021** | Founding Board Member (Financial Secretary), Air Force Comprehensive School Ibadan - Alumni Against Bullying (AFCS-AAB)
- **2020** | Assistant Project Coordinator (Volunteer), Ideal Africa Foundation

- **2019** | Personal Assistant to Vice President (Volunteer), Globe Takers Foundation for Child Development
- **2018 - 2019** | General Secretary, National Youth Service Corps (NYSC)/ NAFDAC-NDLEA (NCNC) Community Development Service (CDS) Group
- **2019** | Assistant Polling Officer 2 (APO2), INEC 2019 General Elections
- **December 2016 – February 2017** | Student/ Laboratory Technician, Students Industrial Work Experience Scheme (SIWES)/ MeCure Health Care Ltd.

### Training and Certification

- **Fundamentals of Digital Marketing Certificate** by Google Digital Skills for Africa. (in view)
- **Project Management Essentials Certificate: *The Essentials of managing a project within a definite time frame using finite resources*** by **Management and Strategy Institute (MSI)**. (2021)
- **LinkedIn Learning Continuous Development Courses Certifications**. (2020-2022)
- **Soft Skills Training Certificate: *Soft skills needed to thrive in the corporate world including: Effective Communication, Business Etiquette, Critical Thinking, Personal Effectiveness, Employability Skills, Innovation, Emotional Intelligence and Teamwork*** by **Jobberman Youth Engagement Nigeria**. (2020)
- **Career Exploration and Employability Skills - P-SENSE Certificate** by **Poise GFA Nigeria**. (2019)

### Awards

- **Most well-behaved female student, Issued by AOC Awards · Jul 2012:** Award issued during the 16th graduation ceremony of Air Force Comprehensive School, Ibadan by School Commandant
- **Featured in the [African Transformers magazine](#)** which spotlights the work that several altruistic individuals are doing for the development of Africa

### Referees

Available upon request.