

# Gideon Aleonogwe

Edo State, Nigeria.

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## Professional Summary

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Multifaceted and detail-oriented B2B and Web3 writer with a 2-year history of writing for the web and content marketing. Skilled in writing investor and user-facing documentation (lite and white papers), guides, blogs and articles. Recently wrote the white papers for the Mountanaz and Proprivex projects, two amazing projects currently in presale. Adept at helping brands tell their stories and attracting their target audience.

## Skills

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- Asana Software
- Canva
- Editing & Proofreading
- Emaki
- Google Workspace
- HTML & CSS
- MailChimp
- Microsoft Word
- Poetry
- Research
- Slack
- Social Media
- Trello
- Writing
- WordPress

## Work History

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- Jan 2022 - Present      **Strategy Mesh, Nashville, Tennessee**  
**Contract Writer**
- Written 75+ unique B2B/SaaS articles, blog posts and landing pages across IT support and managed services, legal, contractor and landscaping niches
  - Improved clients' local and global SEO rankings
- May 2021 - Present      **Freelance, Remote**  
**Web3 Content Writer & Editor (IPO, STO, NFT, DeFi, GameFi, and Metaverse)**
- Written and edited 100+ blog posts, articles, press releases, landing pages, and other documents peculiar to each stage of the content marketing funnel
  - Authored over 15 lite and white papers across DeFi, GameFi, NFT and cryptocurrency
  - Published PR writer on authority platforms and sites like NASDAQ, PR Newswire, Yahoo Finance and Business Insider Africa
  - Worked with projects like Lossless, Lovelace, Vybit, Decentrweb, ThreeFold, MILC and OKLG as part of a web3 content marketing agency
- May 2021 - Jan 2022      **Hot Cars, Quebec**  
**Contributing Writer**
- Complete thorough research into assigned topics
  - Write and edit high-quality and visually-impactful content with an exciting, captivating, and authentic approach
  - Generated over 9,500 views on my published content within first month
  - Written articles rank on the first SERP
- Nov 2020 - May 2021      **The African Writers, Lagos**  
**Content Creator and Community Manager Intern**
- Ideated and curated weekly content for the Instagram page
  - Designed an ebook titled **7 MUST-HAVE WRITING TOOLS FOR WRITERS** for new subscribers to the mailing list

- Designed a google form for the onboarding of writers of African descent on to the telegram community
- Drafted the very first email for the mailing list of over 150 subscribers
- Drafted the rules of engagement for the Telegram community
- Brainstormed and planned promotional activities to drive community engagement

Mar 2018 - Jan 2020

**Hubtometry (formerly Optometry Uniben), Benin City**

**Founding Member & Content Creator**

- Wrote, edited, and proofread eye health articles for the Hubtometry blog
- Improved impressions and engagement by over 50% on the Instagram page using themed designs and interactive carousels
- Organized and partook in several eye sensitization campaigns
- Organized a 7-day webinar series centered on the massive education and enlightenment of over 100 optometry students of the University of Benin on the digitalization of the profession

## Education

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Jan 2015 - Present

**University of Benin, Benin City**

**O.D., Optometry**

- Member of National Optometric Students Association
- Member of National Federation of Catholic Students
- Elected to General Secretary, National Optometric Students Association, Uniben Chapter in 2019

## Professional Development

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Jan 2019

**Coven Labs, Curators University  
Data Science (Beginner Class)**

Nov 2021

**Smart Blogger  
Crazy Good Content Course**

Nov 2021 - Present

**University of California, Davis  
The Strategy of Content Marketing**

## Volunteering Activities

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June 2020

**Jeff Isesele Foundation, Benin City**

- Participated in the stall-to-stall sensitization of over 50 parents on the issue of child rape at Uselu Market

## INTERESTS

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Music, Anime, Blockchain Technology, Good Health and Well-being (SDG 3), video games (PES and FIFA)