

GIDEON ALEONOGWE

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CONTENT WRITER & MARKETER

Multifaceted B2B and Web3 copy and content writer with a 3-year history of writing for the web to generate new leads and drive conversion. Ability to bring a unique blend of creativity and strategic thinking to every project. Excels at crafting compelling content that resonates with target audiences and drives engagement, with a keen eye for detail and a passion for storytelling.

*Asana Software | Blockchain Technology | B2B | B2C | Clearscope | Communication | Content Management System
Content Marketing | Content Strategy | Google Workspace | HTML & CSS | MailChimp | Microsoft Office | Marketing
Notion | Project Management | Slack | Software-as-a-Service | SEO | Storytelling | Strategy | Trello | WordPress*

PROFESSIONAL EXPERIENCE

STRATEGY MESH | NASHVILLE, TENNESSEE (REMOTE) 2022 – PRESENT

CONTENT WRITER/COPYWRITER

- Written 100+ unique B2B/SaaS articles, blog posts and landing pages across IT support and managed services, legal, contractor, real estate and landscaping niches
- Demonstrate creative and commercial understanding of each brand's style and target audience.
- Employ creative writing and storytelling to capture and communicate brands' key messaging.
- Improve clients' local and global SEO rankings

PR PARROTS | DUBAI, UAE (REMOTE) 2021 – 2023

HEAD OF CONTENT & WEB3 TECHNICAL WRITER

- Researched and drafted 100+ blog posts, articles, press releases, landing pages, and other documents peculiar to each stage of the content marketing funnel
- Revitalized existing documentation to accommodate brands' new ideas and vision
- Published PR writer on authority platforms and sites like NASDAQ, PR Newswire, Yahoo Finance and Business Insider Africa.
- Oversaw the development and execution of Pr Parrots' content strategy and voice
- Worked with projects with a cumulative market cap of over \$110M as part of a web3 content marketing agency

HOTCARS | QUEBEC, CANADA (REMOTE) 2021 – 2022

CONTRIBUTING AUTOMOTIVE WRITER

- Completed thorough research into assigned evergreen automotive web content; generated over 9,500 views on my published content within the first month; 100% of articles written ranked on the first page of Google for the targeted keywords

THE AFRICAN WRITERS | LAGOS, NIGERIA (REMOTE) 2020 – 2021

CONTENT CREATOR & 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
- Drafted the rules of engagement for the Telegram community
- Brainstormed and planned promotional activities to drive community engagement

HUBTOMETRY (FORMERLY OPTOMETRY UNIBEN) | EDO, NIGERIA 2018 – 2020

FOUNDING MEMBER & CONTENT CREATOR

- Wrote, edited, and proofread over 20+ eye health articles for the Hubtometry blog
- Improved impressions and engagement by over 50% on the Instagram page using themed designs and interactive carousels
- Planned 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 & CERTIFICATIONS

Doctor of Optometry, Optometry, University of Benin, Nigeria 2022

Crazy Good Content Course, Smart Blogger 2021

The Strategy of Content Marketing, University of California, Davis 2023

Content Marketing, Hubspot Academy 2023