



FRANCISCA CHIDIMMA OKORO

Miss

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SUMMARY

Results-driven writer with a Bachelor's degree in Education and extensive experience in content creation and strategy. Proficient in market research and audience targeting, leveraging SEO tools to enhance visibility and engagement. Skilled in researching, fact-checking, editing, and proofreading to deliver high-quality written materials. Expertise in storytelling and brand messaging, including copywriting for sales and advertising. Adept at managing social media content to effectively engage audiences and enhance brand presence.

OBJECTIVE

Creative and detail-oriented content writer with a passion for crafting engaging and persuasive copy. Skilled in researching diverse topics, tailoring content to target audiences, and optimizing for SEO. Seeking to leverage writing expertise to deliver compelling narratives that drive brand awareness and customer engagement.

PROFESSIONAL EXPERIENCE

Writer

April 2023 - Feb 2025

Myschoolnews . Nigeria; hybrid .

Developed engaging and informative content across various platforms, ensuring clarity and adherence to brand guidelines. Conducted thorough research to support writing, collaborated with editors and designers for cohesive projects, and met tight deadlines while maintaining high-quality standards. Assisted in content strategy development.

EDUCATION

Bachelor of Education

July 2020 - Jan2025

University of Nsukka Nigeria . Nigeria .

Developed a comprehensive understanding of educational theories, teaching methodologies, and curriculum design. Engaged in practical teaching experiences, collaborated on group projects, and conducted research on pedagogy. Gained skills in classroom management, assessment strategies, and fostering inclusive learning environments.

SKILLS

- Market research and Audience targeting
- WordPress
- Researching and fact-checking
- Editing and proofreading
- Social media content creation
- Storytelling and brand messaging
- Copywriting (sales, advertising, email, branding)
- Content strategy and development
- SEO Tools specialist

LANGUAGES

- French
- English

REFERENCES

DAVID EMEKA, Former supervisor
Supervisor , Nigeria | davidemeka@gmail.com | +2347613075379