

# MAYAKI OMETERE BLESSING

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## Professional Summary

Creative Storywriter and Content Strategist with proven experience transforming ideas into compelling narratives that drive visibility, audience engagement, and business growth. Skilled in storytelling, ghostwriting, SEO content creation, and script development for brands, NGOs, and media firms. Track record of increasing audience reach by 50%, raising over ₦500,000 through storytelling-driven campaigns, and delivering projects for global organizations such as the African Union. Passionate about crafting stories that inspire, educate, and connect people to causes, brands, and ideas.

## Key Achievements

- Generated ₦500,000 in one month through a digital fundraising campaign for an orphanage by leveraging storytelling and influencer partnerships.
- Increased website traffic by 30% and social media followers by 50% through content strategies for youth empowerment platforms.
- Contributed to Agenda 2053, a flagship African Union animation project, developing character profiles, scripts, and dialogue for international brand campaigns (LUX, DSTV, Coca-Cola).
- Doubled engagement for a non-profit by designing a new content system combining videos, guides, and analytics-driven storytelling.
- Designed and ghostwrote educational workbooks for government schools, aligning content with directives from the Ministry of Education.

## Professional Experience

Lead Storywriter | The Storytelling Queen Company | Sept 2024 – Present

Develop tailored storytelling strategies for businesses and individuals; ghostwriting blogs, books, and content strategies.

SEO Article Writer | Sacred Static Blog | June 2025 – Present

Produce SEO-driven articles across politics, faith, entertainment, and technology niches.

Social Media Writer | Aregbokhai Divine Orphanage | Mar 2023 – Jun 2025

Doubled engagement, generated ₦500,000 in fundraising, and partnered with influencers for brand collaborations.

Writer/Researcher | ProRank Academy, USA | Jul 2023 – Sept 2024

Created business consulting content; analyzed funding/employment opportunities for small businesses across 50 states.

Ghostwriter | Der Publishing Firm | 2020 – 2021

Authored government-approved educational workbooks for Lagos state schools.

Storywriter & Scriptwriter | OrangeVFX Animation Firm | Mar 2019 – Jul 2019

Worked on Agenda 2053 (African Union) and scripted campaigns for Coca-Cola, DSTV, LUX, and others.

## Core Skills

Storytelling | Ghostwriting | SEO Strategy | Scriptwriting | Content Marketing | Research | Social Media Strategy | Grant Writing | Proofreading | ASL Sign Language

## Education & Certifications

- B.A. Linguistics | University of Benin | 2016
- ASL Certification | Young Professionals Forum | 2019
- Creative Writing & Ghostwriting (Allison Online Courses) | 2024