

PRINCESS NATASHA BALOGUN

Content Writer

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PROFILE SUMMARY

Results-driven Content Writer with strong experience in developing contents that promote business branding, generate leads, convert prospective buyers, and retains customer loyalty. Adept in online research, creative writing, headline magnet, search engine optimization (SEO) and social media marketing. Proficient in digital communication, time management, thorough editing, originality and on-time delivery.

SKILLS & COMPETENCIES

- | | | |
|-----------------|--------------------------|-----------------------------|
| ● Creativity | ● Editing | ● PowerPoint |
| ● Research | ● Content strategy | ● SemRush SEO Tool |
| ● SEO | ● On-time delivery | ● Articulate 360 |
| ● Copywriting | ● Originality | ● Adobe Premier Pro (Basic) |
| ● Communication | ● Microsoft Office Suite | ● Canva |

PROFESSIONAL WORK EXPERIENCE

Senior Content Writer | Health Aid

| May 2022 – Present |

- Develops, writes and delivers well-researched content for the website, email marketing campaigns, sales, videos and blogs.
- Writes converting marketing copies to promote the brand's product & services, articles and biweekly newsletter that have helped ace the brand's awareness.
- Utilizes industry best practices and familiarity with the brand mission to inspire ideas and content.
- Identifies customer's needs and gaps in content and recommend new topics and adoptable trends in accordance with brand's mission.
- Successfully onboarded 60 percent of the doctors and patients through follow-up emails, blog posts and advertisement copies.

Senior Content Writer | BeOriginal Tours

| January 2022 – Present |

- Oversees sales and service operations to increase profitability and bring positive organizational change.
- Increased site visibility and engagement from less than 40 percent to 80 percent which led to more tour booking.
- Writes engaging travel guides that's relatable and explanatory that convinces readers to book.
- Writes search engine-optimized, educational travel blog using advanced keywords tools to aid visibility and booking.

Contributor | KB in Bloom

| January 2022- Present |

- Contributes monthly through content to the blog on wellness & mental health.
- Aided the blog's growth and first-page Google rankings.
- Writes well-aligned content using appropriate keywords that targets the audience and increases blog's traffic

Lead Content Writer | Powerfuel Damas

| November 2021- May 2022 |

- Wrote converting marketing copies to promote the brand's product & services, articles and biweekly newsletter that have helped ace the brand's awareness.
- Developed and wrote content that connect audience with brand values.
- Identified customer's needs and best ways to communicate to them through content.

Content Writer | KinaadTam

| August 2021 – December 2021 |

- Wrote catchy and engaging search engine optimized product description that convert.
- Increased product sales by 20 percent through converting product descriptions.

EDUCATION

M.Sc., Educational Technology University of Ibadan	 December 2022
SEO article writing Udemy.	 June 2021
Fundamentals of Project Management BerkerleyHaas.	 May 2020
B.Ed., Physics Education Benue State University	 April 2018

HOBBIES & INTERESTS

Reading | Writing | Travelling | Documentaries | Journaling

REFERENCES

Available on request.