

EJIROGHENE ADJEYAKPO | CONTENT MARKETING MANAGER

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PROFESSIONAL SUMMARY

Data-driven content marketing manager with 5+ years experience in developing and executing content marketing strategies, managing content teams and conducting marketing analysis for SaaS brands. Equipped with a proven track record of creating long and short-form content and leveraging SEO to drive customer acquisition, adoption, and retention.

CORE COMPETENCES

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|---------------------|----------------------|----------------------|-----------|
| Content Marketing | Creative Strategy | Thought Leadership | SMM/SEM |
| Project Management | SEO | Content Planning | Analytics |
| Editorial Marketing | Content Distribution | Content Optimization | Brand |

RELVANT SOCIAL MEDIA EXPERIENCE

- Interpretes content briefs on Notion and used SEO best practices to create long-form product-led content that scores over 80% on SurferSEO. Efforts results in articles ranking on the #1 page on Google and with one content ranking on featured snippets.
- Collaborates with the marketing team to develop content throughout the funnel that explains the company's product, compelling use cases, market research findings, and value proposition.
- Own the creation and distribution of long form content for the Userpilot Blog using StoryChief, resulting in 10x content reach and 4 hours of time saved in content execution.

OTHER EXPERIENCES

CONTENT MARKETING MANAGER

- Supervised a five-person team as the content marketing manager handling clients' accounts, content development, content strategy, web presence, lead generation, and social media marketing.
- Drove 1700 organic sign-ups to our monthly newsletter by A/B, testing content layout and driving traffic through social media, representing a 30% quarter-on-quarter increase.
- Developed link retargeting campaigns by collaborating with marketing teams and building retargeting pixels, resulting in a 500% increase in top-of-funnel traffic.

- Drafted, edited, and produced high-quality marketing materials, articles, newsletters, guides, and thought leadership content.
- Produced full writer's onboarding handbook - including company's messaging map, tone of voice, personas, and customer jobs-to-be-done - to guide in-house and freelance writers. Efforts led to a 33% increase in article turnaround time for the content team.

EDUCATION

Bachelor of Science | Gregory University
Medical biochemistry

2018 - 2023

TOOLS

Google Analytics - SurferSEO - Trello - MailChimp - HubSpot - SEMRush - Airtable
Canva - StoryChief - CoSchedule - Buffer - Moz - Asana - SproutSocial - Notion