

# DESTINY EZENWAMBU

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Portfolio Link: <https://destiny-eze-portfolio.vercel.app/>

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## PROFILE

I am a dedicated creative content writer, graphic designer and a web developer with a strong passion for crafting engaging and relatable content across various platforms such as blogs, social media, and other digital channels. My expertise lies in storytelling, SEO, adapting tone and style and creating captivating designs and video contents to effectively connect with diverse audiences.

In addition, I possess proficiency in utilizing AI-assisted tools to enhance content creation, ensuring high-quality and optimized output. I am well-versed in data-driven approaches to content strategy, with a primary focus on creating compelling content that resonates with audiences and inspires them to take action.

I am eager to leverage my content writing, SEO, storytelling and graphic design skills to contribute to the growth and advancement of your organization. I am committed to continuous learning and delivering meaningful content that drives tangible results.

## ACADEMIC QUALIFICATIONS

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### Bachelor of Technology

2016 – 2022

Rivers State University, Port Harcourt

Mechanical Engineering

**Second Class Upper Divisions**

### NYSC

2023 - 2024

## WORK EXPERIENCES

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### Content Writer

2023 - 2024

*Ossoft Business solution*

- ❖ Wrote and published engaging blog posts, social media updates, and website copy to enhance the brand's online presence.
- ❖ Created 2–3 pieces of high-quality content per week, tailored to the needs of the tech industry and target audience which resulted in a 10% increase in click-through rates.
- ❖ Conducted keyword research and implemented SEO strategies to optimize content for search engines, resulting in increased organic traffic.
- ❖ Contributed to a **20% increase in product inquiries or leads** through effective content strategies.
- ❖ Utilized AI writing tools to streamline content creation, resulting in a 50% improvement in productivity.

- ❖ Researched and wrote compelling copy for email campaigns, achieving a 10% higher open rate compared to previous campaigns.
- ❖ Assisted in the development of a content calendar, ensuring timely publication and alignment with marketing goals, which improved team productivity by 15%.
- ❖ Created engaging content for the organization's website, enhancing user experience and contributing to a 20% increase in site visit duration.

**Graphic Designer / Video Editor Freelance****2023-current**

- ❖ Developed custom branding elements such as logos, typography, and color schemes to align with client identity and business goals.
- ❖ Collaborated with clients to create visually appealing and effective designs for various digital platforms, including social media, websites, and marketing materials.
- ❖ Edited raw video footage into polished, engaging content for YouTube, social media platforms, and promotional materials.
- ❖ Worked closely with clients to understand their vision and incorporate feedback to produce high-quality video content.

**Professional Development & Additional Skills**

- ❖ **Video Editing**  
Gained practical experience in video editing, utilizing software like Adobe Premiere Pro, Capcut, and After Effects to create engaging content. This skill enhances my creativity and ability to deliver visually compelling and engaging contents.
- ❖ **Graphic Designer**  
Utilized tools like Corel draw, Photoshop, and Canva to design high-quality graphics that enhanced user experience and engagement.
- ❖ **Continuous Learner**  
Actively pursued self-development in technology and other creative fields to build versatile skills. This proactive approach demonstrates my dedication to growth and ability to apply new skills, which I aim to leverage to create innovative, technology-supported learning experiences in the classroom.
- ❖ **Web Development**  
Gained practical experience in front end development by building user friendly and interactive websites using HTML, CSS, JavaScript and React. This particular skill enhanced my capability to create websites with more complex and intricate designs.

## SKILLS

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### **Professional**

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- ❖ Writing and Editing
- ❖ WordPress Technology
- ❖ Cross-Browser & Responsive Testing
- ❖ UI/UX Design Fundamentals
- ❖ SEO & SEM
- ❖ Content Creation
- ❖ Content Strategy
- ❖ Microsoft Office Suite
- ❖ Web Development
- ❖ Adobe Photoshop
- ❖ Corel Draw
- ❖ Adobe Premiere pro
- ❖ Adobe After Effect
- ❖ Google Analytics
- ❖ Keyword Surfer

### **SOFT**

- ❖ Collaboration
- ❖ Public speaking and presentation
- ❖ Attention to detail
- ❖ Problem-Solving
- ❖ Leadership
- ❖ Constant learning.

## CERTIFICATIONS

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PROGRAMMING - Ultimate React Course by Jonas Schmedtmann – UDEMY, 2024

STRATEGY OF CONTENT MARKETING - Coursera, 2024

Complete After Effect Boot-Camp – UDEMY 2024

CAREER DEVELOPMENT - Certificate of Career Readiness Training Seminar; Fundamentals of digital technology, Personal effectiveness, Critical thinking, Problem-solving, and Communication skills, Walwanne Foundation, 2024

## REFEREES

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Available on request.