

Peterside Godswill

Digital Marketing And Social Media Expert

I am a passionate, self-driven, innovative, and committed content writer with deep industry knowledge of the healthcare and business space.

I leverage consumer trends and behaviour to strategically create new, re-defining and engaging contents across different platforms of communication and with my high level of understanding in media communication, SEO, SMO, and website copywriting I am able to approach tasks given to me with proficiency and this helps me deliver excellently.

Content development requires deep monitoring, analysis and understanding of the target market audience for which a copy is written, and these are my key areas of interest.

Work History

2018-12 -
2021-11

Product Manager and Content Writer

RHIPFACTORY Healthcare Startup , Abuja, FCT

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Collaborated with team of writers and content marketing strategists to create copy promoting clients' SEO, sales and thought-leadership goals.
- Developed copy while maintaining brand voice and adhering to legal requirements.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Produced original, creative content for promotional advertisements and marketing materials.
- Managed competing deadlines with efficiency.
- Strategized content based on Google Analytics data, geographical targeting and keyword planning.

Contact

Address

Abuja, FCT

Phone

+2348128706052

E-mail

willzpeterz2018@gmail.com

Skills

Promotional marketing and advertising

●●●●●
Very Good

Creative writing

●●●●●
Very Good

Editing skills

●●●●●
Excellent

Networking skills

●●●●●
Excellent

Team contribution

●●●●●
Excellent

Articulate communications

●●●●●
Very Good

Unique content creation

●●●●●
Very Good

Marketing communications

2018-12 -
2019-10

Teacher (NYSC)

NAOWA Secondary School, , Jaji, Kaduna

- Evaluated and revised lesson plans and course content to achieve student-centered learning.
- Applied various teaching aids to minimize learning gaps and instruct and motivate students.
- Increased student participation by facilitating interesting and relevant events.
- Earned positive feedback from parents regarding classroom instruction and student learning success.
- Created and implemented written and oral assessments.
- Emphasized safe working and classroom conditions and practices.
- Tracked student progress, frequently checking in with struggling students and identifying root causes of problems.

expertise


Very Good

Marketing and advertising strategies


Very Good

Brand messaging


Very Good

Editing proficiency


Very Good

Social Media Marketing


Very Good

2015-11 -
2016-11

Medical Laboratory Assistant

University Of Port Harcourt Teaching Hospital, Port Harcourt, Rivers State

- Participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.
- Recorded test results on standardized forms to enter into database and communicate to appropriate personnel.
- Collaborated with team members and stakeholders to successfully complete project work.
- Maintained strict aseptic fields when collecting biological samples, minimizing staff and patient infection risks.
- Analyzed bodily fluids with laboratory equipment and detected anomalies related to diseased states or acute injuries.
- Collect blood and tissue samples with focus on accuracy and adherence to aseptic techniques.
- Analyzed experiment and test results to validate adherence to standards and specifications.

2013-01 -
2018-07

Bachelor Of Science: Microbiology

Niger Delta University - Wilberforce Island, Bayelsa State

Interests

Reading

Documentary Photography

Traveling

Music