

NWADIARO PAULA C.

Content Writer & Digital Marketing Specialist

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SUMMARY.

Results-driven Content Writer who's evolved into a Digital Marketing Specialist with 3+ years of experience creating engaging, SEO-optimized content across multiple platforms, achieving 30%+ rankings on Google's first page. Proven expertise in adapting to different voices, collaborating with subject matter experts and creating engaging content for various audiences. Experienced in B2B content and digital marketing campaigns that drive measurable results through strategic storytelling.

EXPERIENCE.

Hawkish Group, UK | Marketing Specialist

Dec. 2024 – Jan. 2025

- Created comprehensive digital marketing campaigns across multiple platforms, including SEO, email marketing, and social media to drive engagement and conversions
- Developed and managed strategic content creation for websites, blogs, and social media, resulting in increased traffic and user engagement
- Optimized website content and structure for search engines (SEO) to improve organic rankings and visibility
- Collaborated with cross-functional teams to align content strategy with broader business goals and objectives

Process Malve | Marketing Assistant

June 2024 – Jan 2025

- Assisted in creating marketing materials for staff onboarding and process management solutions.
- Researched and wrote about complex business processes, translating technical concepts into clear, engaging content
- Collaborated with subject matter experts to produce accurate and authoritative content.
- Supported email marketing campaigns that highlighted business automation solutions

OLEENA ORGANICS | Digital Content Specialist

June – Dec. 2024

- Created and managed engaging, on-brand content across multiple platforms including Twitter, Facebook, Instagram, TikTok, and Threads
- Developed and executed comprehensive content strategies to reach target audiences
- Designed and implemented email marketing campaigns and newsletters to nurture customer relationships
- Optimized all content for SEO, incorporating keyword research and on-page best practices

KOYO App | Digital Content Specialist

June – Dec. 2024

- Conducted in-depth research to develop educational content that simplified complex language learning concepts
- Created user-friendly, engaging content for diverse audiences, ensuring accessibility across different knowledge levels
- Collaborated with product teams to align content with app features and user experience goals
- Adapted writing style to maintain consistent voice while addressing different learning needs

EDUCATION.

Bachelor of Technology in Microbiology,

Olusegun Agagu University of Science and Technology, Nigeria.

SKILLS.

SOFT SKILLS: Collaboration with SMEs, Communication, Creativity, Time management

TECHNICAL SKILLS: Research, Adaptability to new subjects, Writing in multiple voices, Product descriptions, Content writing: articles & Blogs, Copywriting; Website Copywriting, Editing & Proofreading, SEO knowledge, Social media management, Product & brand marketing, Email marketing, Community management, Graphic design, Video Editing.

LANGUAGES.

English (*native*)

REFERENCES.

Available upon request