

USANG USANG ISO

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Professional Summary

Growth-oriented, versatile Copywriter, SEO Specialist, and Content Manager with 3+ years experience in creating compelling content, driving organic engagement and increasing business growth.

Proven track record of crafting high-performing copy and implementing content strategies to increase website leads, blog subscribers, and social media followers. Adept at SEO optimization, keyword research, and writing high-ranking articles.

Work Experience

Africhange Technologies- (Remittance Fintech)

Edmonton, Canada

Content Team Lead

Aug 2022 - Present

- Spearheaded a 7-person team to develop and execute a social media content roll-out campaign for the UK market, resulting in thousands of app sign-ups, increased social media followers, website traffic, and enhanced user onboarding.
- Led the initiative to implement on-page SEO strategies in blog writing, copywriting, and content creation, achieving a 30% month-on-month growth in blog subscribers, website visits, and lead generation through targeted keyword research and SEO best practices.
- Developed and executed user life-cycle marketing practices, leading to a 35% increase in sign-ups and onboarding by delivering personalized and targeted content across multiple channels - including email campaigns, blog posts, videos, social media, referral programs, and product feature promotions - that highlight brand benefits and drive user engagement and conversion.
- Increased brand visibility and reach across social media through comprehensive digital campaigns, blog posts, out-of-home (OOH) marketing, online and offline promotions, and ad strategies, resulting in a 200% growth in social media followers and engagement.

Watchlocker- (Subsidiary of 234Brands - eCommerce platform)

Lagos, Nigeria

Digital Marketing Associate

Sep 2021 - Jul 2022

- Collaborated with cross-functional teams to develop ad campaigns, social media content, and email campaigns, resulting in a 20% month-on-month increase in web traffic and sales.
- Oversaw the development and execution of monthly content strategy, leading to a 60% increase in social media engagement and a 30% growth in email subscribers.
- Managed and optimized digital marketing campaigns, generating an average of 2,000 leads per month, increasing monthly revenue by 15% and maintaining high standards of email list hygiene with a 88% deliverability rate

Moonshine Cafe - (Highbrow Restaurant and Cafe)

Lagos, Nigeria

Digital Marketer, Content Writer & SEO Specialist

May 2021 - Mar 2022

- Led the development and execution of digital marketing strategies that increased website traffic by 20% and conversion rates by 15% month-on-month
- Revamped the company's social media presence by creating a social media strategy that resulted in a 250% increase in engagement across all platforms
- Led content creation efforts, writing up to 10 pieces weekly with SEO optimization, resulting in 20% increase in website traffic and engagement month-on-month

Total Energies - (Exploration and Production Energy Company)

Lagos, Nigeria

Student Intern

Sep 2019 - Feb 2020

- Interpreted the seismic data and ran several QCs of a Niger-Delta oil field using PETREL to determine profitability.
- Developed a Field Development Plan of Niger-Delta oil field including forecasting oil production and decline.
- Simulated several reservoir performance levels for different recovery techniques using different computer models
- Site visit to Egina (OML 130)

Education

Federal University of Technology Owerri, Nigeria

Jan 2015 - Dec 2021

Bachelor of Engineering (B.Eng) in Petroleum Engineering

- Second-Class Upper Division (2.1)
- 4.57/5.00 in Second Semester Final Year.
- Top 10% Graduating class of 2020.

Skills, Awards & Certifications

Skills:

Content Marketing.
SEO Writing and Optimization
Social Media content creation
Email marketing

Awards and Honours:

AOBO-GSR TEPNG Intern of the year 2019.
Best Presentation, TEPNG Interns 2019.
3rd Place, Nigerian National Petroleum Corporation (NNPC) Quiz at the Nigerian Annual International Conference and Exhibition (NAICE, 2017).
3rd Place, Chevron Quiz competition at the Nigerian Annual International Conference and Exhibition (NAICE, 2017).
2017 Federal Government Undergraduate Scholarship Awardee| Federal Scholarship Board.

Certifications: Google Digital Marketing Certification. Hubspot Content Marketing Certification.