

## **Jennifer Roberts**

Bluesea Estate, Lagos - 08081734967 - jenniferroberts@gmail.com

### **SUMMARY:**

A progressive professional who is always looking for opportunities to take on a new challenge and effect change in the society with her work. Contributor to a number of blog sites, freelance content consultant, and newspaper correspondent.

### **EXPERIENCE -**

#### **Content Creator - July 2020 - Present**

- In house content writer / consultant.
- Partnered on external and internal projects designed to enhance learning and problem solving.
- PR consultant for our social media and community outreach programs.

#### **Content Writer - August 2019 - July 2020**

- Researched relevant topics and wrote content for the company's websites, using SEO techniques.
- Generated and pitched new content ideas.
- Provided support and collaborated with the company's SEO specialist, and other members of the content team.

#### **Content Intern - March 2019 - August 2019**

- Wrote articles for the lifestyle segment of the company's news app.
- Provided support to the content team.
- Co-wrote a 10 episode web series with the content lead.

#### **Admin & Accountant/ Writer - January 2019 - March 2019**

- Managed the daily running of the office.
- Acted as a liaison between the company and clients.
- Handled basic accounting for the company.

### **EDUCATION:**

#### **Jain University, India - July 2015 - April 2018**

Programme: Bachelor Of Arts In Journalism, Psychology, and Optional English

- Majored in Journalism, Psychology, and Optional English.

- Acted as secretary for Psychology club,
- Acted as financial secretary for the college's association of African students.

## **SKILLS**

**Soft Skills:** Leadership, Public speaking, Adaptability, Creativity

**Professional Skills:** Editing and proofreading, Content marketing, Social media marketing, Graphic designing, Video editing, Scriptwriting, Research, Business development, and Public Relations

## **INTERESTS**

Writing, books, movies, mythology, history, music, travelling, playing guitar

## **CERTIFICATIONS**

Beginners Google Analytics

Advanced Google Analytics