NKOPURUK, FESTUS

Cousinodeh10@gmail.com | in 🐦 🌐

WORK EXPERIENCE

Programming Languages and Technologies: HTML, CSS, JavaScript, Angular, React, Rankmath SEO, SEOSurfer, Yoast SEO

Non-Technical Skills: Effective Communication, Documentation, Community Activities, Writing, and Leadership

Writinggail (Part-Time)

Senior SEO Analyst,   **March 2022 - Present**

- Successfully optimized website posts and fixed older posts with broken links to cut the total monthly expense by 50% and initiate stability in Google rankings to 200%. I also explored SEO management (Ahrefs and Moz) tools and Javascript code for website tracking and follow-ups.
- Maintained community support on Company issues and reduced general complaints by 30%
- Implemented SEOsurfer, Yoast SEO, Rankmath SEO, and other observability setups for general monitoring.
- Setup XML Markups for Google crawling on website and disaster recovery systems with the Blue host server
- I initiated the general use of APIs/content optimization across the team to aid in better website analytics for the company and responsibility across projects, with an obvious success rate of 300% from leadership to managing sub-teams.
- Manage the daily website on-page activities while maintaining website health and status.

Yaioa

Senior Content Writer,   **September 2021 - July 2022**

- Single-handedly researched relevant keywords with suitable content for better engagement on Google.
- I supported the programming team in reviewing the website codebase and helm chart for internal operations in preparation for App building.
- Liaise with the community for product releases and iteration overgrowth in the marketing team with Shopify as project management software.
- Documented a content-planning roadmap for the Writing team to implement in the company-wide operation to boost website efficiency by 100%.
- Built and owned a local AI content project for an integration framework to aid in content integration test processes.
- Performed on-call duties with Mailchimp as a set-up system for email marketing

Writer file

Lead, Email Marketing Team,   **December 2020 - Sept 2021**

- I managed the automation/operations for the email architecture of the website, which has 100k+ customers, using various Email Marketing tools (Mailchimp, HubSpot, MailerLite, Omnisend, SendinBlue, SMTP, MoonMail, and others). Also considered is data recovery in the overall architecture.
- Co-hired and mentored 5+ email marketers, many of whom went up a rating band every half within the team's competitive review environment (30-50%). I also wrote and led Moz Marketing teams with a general operation efficiency increase across the team.
- Feb 2021 - July 2021: Single-handedly orchestrated a marketing infrastructure for the off-page platform for scaling and

possible distributed principles while using Ahrefs to perform log-to-metric for the website analytics when reporting to Google.

- Introduced custom sign-ups to aid in a better user experience with Moonsend, performance testing, website retargeting marketing with APIs, automation/security, and many others.
- I participated in Email Marketing audits for consecutive audit cycles and successfully complied with the standards while leading teams across Time zones

Google Digital Marketer

Digital Marketer,   **August 2022 - November 2022**

- We built various APIs and worked with messaging queues in the process, then implemented the fundamentals of marketing design and open-sourced some of our internal side projects while creating documentation for internal APIs
- Create the ultimate deep-dive marketing guides that get our users to finish 20% of production work and across the finish line.
- Set up automated test procedures for Email Marketing on Gumbamail. I also used Mailchimp for provisioning with custom automation.
- I worked with databases, including MOZ, SQL, and other managed Databases. Also automated lots of processes with API tracking.

TellUs Marketing Agency

Social Media Manager,   **March 2023 - August 2023**

- Created Facebook demo videos, Testimonial videos, How-to videos, and explainer videos using Adobe Premiere and Adobe after-effects to increase engagements, boost conversion on product launches, create brand awareness, and build trust.
- I generated leads on Instagram by running paid ads and used UTM Tracking to see the tracking results in Google analysis. I also optimized the Instagram profile and used growth tools such as Pallyy, Agorapulse, Iconosquare, and Shorby to increase the followers from 3k to 10k in 2 months.
- Leveraged the power of suggested views using YouTube series playlists, targeted keywords that have search demand, and YouTube search ads to increase watch time and subscribers.
- With the help of keyword research tools such as Keyword Everywhere, Keyworddit, and YouTube search results, I was able to find the necessary keywords to make the channel rank.

SealWorld

Link Building Expert,   **May 2023 - November 2023**

- Guest blogging on different websites led to increased exposure, traffic, and brand awareness for the website. I also used HARO to build authoritative links to the homepage.
- I wrote outreach emails and set up an effective follow-up sequence for 1000+ website owners, with 20% responding for linking.
- Used tools such as Google search, Ahrefs, Hunter.io, Never Bounce, Pitchbox, and Screamingfrog to access the link relevance and authoritativeness.
- Create backlinks by adding the website to directories, leaving comments on blogs, and adding the website link to the social media profile. I also bought backlinks from webmasters and website authors.

COMMUNITY EXPERIENCE

- You can view my portfolio website through this link
- You can view my blog here
- I have had the opportunity to work as a freelancer on Upwork, You can view my most recent jobs here