

# UBELEJIT DANDISON

STORYTELLER & B2B SaaS CONTENT MARKETER

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 Uyo, Akwa Ibom State, Nigeria

## PROFILE

A creative storyteller with a passion to help brands tell engaging business and product stories that builds a strong connection with their customers, making them their customer's choicest brand.

## SKILLS

- Excellent Storytelling skills; Crafting engaging product stories; long form blog post, case studies, customer success stories.
- Research
- Content writing/development
- Copywriting
- Editing/Proofreading
- SEO
- Planning and Organizational skills
- Public Speaking

## DIGITAL EXPERTISE

- Ahrefs for in-depth competitor analysis, keyword research, website and content audit
- WriterZen and Neuraltext for content optimization, competitor analysis, keyword research, content creation and collaboration with team members
- Ora, Notion, Plutio, Slack, Trello, Microsoft Teams for communication and team collaboration
- WordPress CMS
- Google Suite (Docs, Spreadsheet, PowerPoint)
- Grammarly & Linguix for proofreading and grammar checks
- Front for answering customer tickets and team collaboration.

## WORK EXPERIENCE

### PRODUCT-LED STORYTELLER - VEC | APRIL 2021 - JAN. 2022

- Craft engaging, user-friendly and conversion optimized (Product-led) SaaS Content
- Conduct competitor analysis to examine and recommend customer positioning/messaging
- Carry out content audit
- Optimize content for SEO using Ahrefs, Neuraltext and WriterZen
- Create content plan, briefs and ensure timely delivery of content pieces
- Collaborate with design team to design ideas for written content
- Proofread and edit written content ensuring it is void of spelling and grammatical error
- Optimize on WordPress CMS before publishing
- Researched and created company ICP story script

## **CONTENT DEVELOPER - CHURCH GIST | JUNE 2020 - JUNE 2021**

- Look out for trends and important industry related news
- Research information to ensure authenticity
- Develop content for social media and website pages
- Edit written content to be void of grammatical, spelling or style error
- Transcribe audio and video content to text
- Edit video using inshot
- Create designs using Canva

## **FREELANCE COPY EDITOR | 2019 - PRESENT**

- Perform in-depth story development and grammar check editing
- Rewrite and restructure articles and book content to ensure good flow and readability
- Research facts cited in material to ensure accuracy and suitability
- Offer professional counsel and follow up on authors till book publication
- Manage and tender editing projects under appropriate deadlines
- Schedule meetings with authors to discuss progress of their work and how to approach the suggestions in the manuscript
- Assist in book promotion via social media, upon publishing
- Manage work relationship with different clients

## **BUSINESS DEVELOPMENT OFFICER- VERDANT ZEAL [INTERNSHIP] | AUG 2019 - SEPT. 2019**

- Conduct market research and competitor analysis
- Draft company briefs
- Curate radio script to project brand story
- Business slide preparation and presentation using PowerPoint
- Anchor monthly company staff training
- Assist business development manager accomplish brand task

# **LEADERSHIP/VOLUNTEER ROLES**

## **CREATIVE WRITING MENTOR - TIC NETWORK**

- Helping children between the ages of 5 and 17 develop their writing and storytelling skills
- Draft sponsorship and partnership letters for the organization

## **EMPLOYEE ENGAGEMENT - VEC**

- Created a more friendly work environment at VEC by introducing Friday games to the team and led the first game session.

## **PRODUCT SUPPORT - YOUVERSION**

- Answer customer queries in a timely manner
- Follow up and help customer resolve pending issues

## **EDUCATION**

B.A THEATRE ARTS, UNIVERSITY OF UYO, NIGERIA  
[FIRST CLASS] | 2012 - 2017

## **AWARDS/CERTIFICATION**

Inbound Marketing Certified - HubSpot Academy  
Cert No: afb44a7f8a9d484da7fd1f0d931ae753