

34 Harbour Road, Town  
PORT HARCOURT, RIVERS, 500270  
(+234)810-242-7303  
[fixclipdataright@gmail.com](mailto:fixclipdataright@gmail.com)

Portfolios 1 & 2: <https://power40.systeme.io>;  
<https://fixclipdataright.systeme.io/joinccn>

Social: Facebook & LinkedIn: <https://www.facebook.com/share/1GToDRfocQ/> &  
<https://www.linkedin.com/in/ccncybercops>

# FRANCIS B. ISUGU

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## SKILLS

Dynamic serial entrepreneur and published author of 14 books with a proven track record in startup development, business strategy, financial market analysis, and career coaching. Skilled in writing, project coordination, and creating impactful content as a Facebook remote work influencer. Adept at delivering high-quality, fast-turnaround freelance projects in writing, editing, design, and coaching, with a passion for empowering clients and teams. Seeking freelance opportunities and hybrid roles with innovative startups in Fintech, IoT, retail, travel, entertainment, media, fashion, or SaaS to drive growth and impact.

## Core Competencies

**Entrepreneurship & Startup Development:** Founded and scaled ventures like Power40 Street Funding, CCN Cybercops, and Trafica, driving innovation in trade finance, cybersecurity, and travel.

- **Writing & Content Creation:** Authored 14 books (accessible on Google), including **Future Life: Live Beyond Limits** and **Leadership Failure**, with expertise in copywriting, SEO, ghostwriting, and technical writing.

- **Business Strategy & Financial Analysis:** Developed strategies for startups and analyzed markets for trade finance and cooperative models, achieving \$5M ARR goals.

- **Career Coaching & Remote Work Advocacy:** Guided professionals to secure remote roles and built a following as a Facebook influencer promoting digital work opportunities.

- **Project Coordination:** Managed cross-functional teams and delivered time-sensitive projects using Trello, Asana, and agile methodologies.

- **Creative Design:** Produced book covers, album art, and EP launch visuals using Canva and Photoshop, plus website designs.

- **Tech & Teaching:** Delivered coding tutorials (Python, HTML, CSS) and front-end development for startups.

## EXPERIENCE

### Serial Entrepreneur & Startup Founder

Power40 Street Funding, CCN Cybercops, Trafrica, and 15+ Ventures | 2015–Present

- Founded and scaled multiple startups in Fintech, cybersecurity, travel, and retail, including Power40 Street Funding (trade finance) and CCN Cybercops (AI-driven cybersecurity).
- Developed Power40AppBank, a no-code platform for app creation, and led CyberGuard360 to \$5M ARR through strategic product launches.
- Crafted business plans, white papers, and investor pitches, securing funding and partnerships for ventures like HosefTour and Feisp Group Energy Solutions.
- Built cooperative models, emphasizing collaboration to drive financial success and community impact, as seen in Power40 School of Financial Success.

### Published Author & Writer

Independent Author | 2014–Present

- – Authored 14 books, including **Future Life: Live Beyond Limits** and **Leadership Failure: Shithole Success Footwalk to Heavens Gate**, accessible on Google Books, blending philosophy, leadership, and cybersecurity insights.
- – Delivered freelance writing projects (copywriting, SEO, ghostwriting, technical writing) for clients in media, SaaS, and retail, completing 500–2,000-word projects in 24 hours.
- – Created compelling sales pages, blog posts, and eBooks, driving 20%+ engagement increases for clients.

### Career Coach & Remote Work Influencer

Facebook & Independent Clients | 2018–Present

- – Coached 50+ professionals to secure remote jobs through resume optimization, interview prep, and LinkedIn strategies, with a focus on Fintech and tech transitions.
- – Built a Facebook following as a remote work influencer, sharing actionable tips and success stories, reaching 1,000+ engagements per post.
- – Developed the **Leveraging Remote Work Opportunities** series, a 100-topic essay and video tutorial initiative empowering job seekers and millennials.

### Project Coordinator

Various Startups & Freelance Projects | 2015–Present

- – Managed agile projects for startups, coordinating teams of 5–15 using Trello and Asana, delivering milestones in 24–48 hours.
- – Oversaw Sports Tourism Project (Naltom Sports & HosefTour merger), aligning fitness training with CCN Cybercops' cybersecurity mission.
- – Provided virtual assistance, handling scheduling, data entry, and

client communications for small businesses, completing tasks in 8-hour sprints.

## Financial Market Analyst & Business Strategist

Power40 Street Funding & Independent Clients | 2017–Present

- - Analyzed financial markets to design trade finance models with 2:1 and 3:1 funding ratios, boosting client investment returns.
- - Developed strategies for startups in Fintech, retail, and travel, creating scalable systems for revenue growth and operational efficiency.
- - Authored white papers and brochures, including a 50-page university-style brochure for Power40 School of Financial Success, targeting Gen Z entrepreneurs.

## EDUCATION

### African Management Initiative, Kenya – 18 Business Management Certificates

May 2016 - September 2019, Kenya

Trained as an African Brand New CEO in partnership with Lagos Business School, and 5 other international Institutions of Professional Career Development, and Excelled in 18 Different Certifications on Business Management in Self-Directed Learning, or Online Courses.

- Completed other personal development trainings in Writing & Coding starting with American Writers and Artists Inc. - 2013
- Completed Bachelors degree with Summa Cum laude in Philosophy from The Pontifical Urban University, Rome - 2013; with my Bachelors of Art Degree Awarded by the University of Uyo, Nigeria - 2013.
- Also Completed National Diploma and Higher National Diploma in Mass Communication at Akwa Ibom State Polytechnic, Ikot-Osurua - 2010-2012.

- **Instructor, Power40 School of Financial Success (Developed AI-driven app-building course).**

[https://power40streetfunding.systeme.io/school?tab=explore\\_courses](https://power40streetfunding.systeme.io/school?tab=explore_courses)

## AWARDS

- **Power40AppBank:** Launched a no-code platform for graduates, enabling app creation without developer costs, featured in Power40 School of Financial Success. <https://power40streetfunding.systeme.io/pab>
- **CyberGuard360:** Led Phase 3 product launch, achieving \$5M ARR and preparing for funding/exit, integrating AI tools like CCNVCPRO.AI.
- **Remote Work Series:** Authored 100-topic **Leveraging Remote Work Opportunities** series, with essays like “The Rise of Remote Work” in APA style, inspiring digital nomads. <https://www.facebook.com/share/v/1Cjc2DM50q/>

- **Book & Album Covers:** Designed 20+ covers for authors and musicians, boosting visibility on Amazon and Spotify, completed in 24 hours.
- **Social Media Impact:** Grew Facebook influence with posts on remote work, driving 1,000+ shares and inspiring Gen Z freelancers.

## Technical Skills

- Writing Tools: Grammarly, Google Docs, Word
- Design Tools: Canva, Photoshop
- Project Management: Trello, Asana, Slack
- Coding: HTML, CSS, JavaScript, Python (basic)
- Platforms: WordPress, Bubble, Firebase, cPanel
- Languages: English, Spanish (for translation projects)

## Additional Information

- Published 14 books, including **Kindness That Moves the Gods: Why They Take Our Offerings** (Google Books).
- Open to hybrid roles with startups in Fintech, IoT, retail, travel, entertainment, media, fashion, or SaaS, bringing strategic and creative expertise. <https://power40.systeme.io/fq>
- Available for same-day freelance projects (\$50-\$200 per project) in writing, editing, design, coaching, and project coordination. <https://power40streetfunding.systeme.io/stscourse>

## References

Available upon request.

Latest Project: **Remoteness** (Social Charity Platform where Kindness meets Survival).

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