

Maureen Eugene

B2B Copywriter | SaaS Content Strategist

Port Harcourt, Nigeria

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PROFILE

Experienced and versatile content and creative writer with a passion for B2B SaaS. Proven track record of producing engaging, error-free content, collaborating effectively in remote environments.

SKILLS

- Content Writing
- Content Strategy
- Social media content calendar creation
- Research
- Collaboration
- Editing and Proofreading
- Creativity
- Communication
- Project Management
- Adaptability

WORK EXPERIENCE

Chief Marketing Officer

2023 – Present

Travel Avatar (TVA), Rancho Palos Verdes, California, USA

- Spearheading comprehensive marketing initiatives, demonstrating a keen ability to harness digital platforms for brand enhancement.
- Leveraging strategic content improvements to engage audiences effectively, delivering compelling SaaS-related content and optimizing market presence.
- Orchestrating remarkable growth, particularly on LinkedIn, while simultaneously nurturing a fast-rising community on Instagram and Facebook.

Writing Consultant

2021 – Present

SweetProcess, Maryland, USA

- Create compelling long-form SaaS content, leveraging data insights to drive engagement and conversions
- Develop SEO-optimized content strategies, achieving top search engine rankings and increased website traffic.
- Collaborate with cross-functional teams, including product, marketing, and sales, to deliver high-quality content on-time and on-budget.

Associate Content Strategist

2019 – 2022

Digital Abundance Holdings, Lagos, Nigeria

- Produced engaging blog and social media content, driving traffic and boosting engagement rates.
- Managed the blog and collaborated with the content team, delivering creative solutions that strengthened content strategy.
- Edited and reviewed content, ensuring quality and accuracy for a diverse range of topics.

Web Content Writer

2019 – 2020

Extramile Africa, Osun State, Nigeria

- Managed, wrote, and edited web content to drive B2B and SaaS engagement.
- Collaborated with cross-functional team to optimize website and content strategy.
- Participated in virtual meetings, generating and sharing ideas for ongoing web development.

EDUCATION**B.Sc Microbiology**

2015 – 2019

Rivers State University of Science and Technology, Nigeria

- Actively participated in class discussions and demonstrated a willingness to ask questions and engage with classmates and professors.
- Conducted a 7,500-word research project on biostimulation using organic waste, investigating the potential use of organic fertilizer made from animal wastes as a bio-stimulating agent in the bioremediation of petroleum-contaminated soil.
- Possess strong English language skills, having taken relevant courses and certifications, and demonstrated proficiency in professional contexts.
- Developed and honed content writing abilities, having produced inspiring and informative articles that received positive feedback from readers and colleagues.

Senior Secondary Certificate of Education

2007 – 2013

Royal Heights High School, Port Harcourt, Nigeria

- Exhibited leadership and organizational prowess as a high school Social Prefect, orchestrating diverse student activities and events.
- Cultivated robust reading and comprehension abilities through a passion for novels, promoting an enduring love for literature.
- Demonstrated strong critical thinking, communication and teamwork skills via active involvement in extracurricular activities, such as debate, quiz competitions, singing and choreography.

PROFESSIONAL DEVELOPMENT**Writing with Flair: How to Become an Exceptional Writer**

2023

LinkedIn Learning

SEO Unlocked

2023

Neil Patel

Exclusive Email Marketing and Copywriting Course

2022

Streams of Income

Book Writing and Editing

2021

Legacy Creatives

Content Marketing

2020

Hubspot

VOLUNTEER/COMMUNITY SERVICE

Volunteer

2020 – Present

TAWER Africa, Port Harcourt, Nigeria

- Assist in feeding the impoverished, serving as a critical resource for local families.
- Collaborate with fellow volunteers, coordinating and delivering effective solutions to logistical challenges.
- Demonstrate a deep commitment to community service, devoting personal time and energy to the cause.

Content Writer Volunteer

2019 – 2020

Daba, Lagos, Nigeria

- Developed valuable content to promote digital skills acquisition, reaching a broad audience and driving engagement.
- Collaborated with Daba's team to create engaging, informative and relevant content for digital skills learners.
- Contributed to the success of Daba's mission to democratize access to digital skills, enhancing personal and professional development.

Choir Member (Volunteer)

2018 – Present

Living Faith Church AKA Winners Chapel, Port Harcourt, Nigeria

- Contribute to weekly musical performances, uplifting spirits and fostering a sense of community.
- Participate in rehearsals and collaborated with fellow choir members, fostering teamwork and creativity.
- Assist in organizing and promoting church events, supporting community outreach and engagement.

AWARDS AND ACHIEVEMENTS

Honorary Award, Young and Earning Summit

2022

Nominee, The Illustrators African Writers Awards

2022

PROFESSIONAL MEMBERSHIPS

Member, National Association of Microbiologists

2015 – 2019

EXTRACURRICULAR INTERESTS

Writing, Volunteering, Photography, Travel.

REFEREES

Available on Request