

# Barbara Okwufulueze



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<https://www.barbaraokwufulueze.com>

## Summary

A graduate of engineering, I am always eager to explore, learn, and create solutions. In 2017, I created Castles Hub, a real estate blog, as a solution to the dearth of information about property ownership in my country. Castles Hub provides practical information to help people realize their property ownership goals.

From experimental passion projects to commissioned work for clients, I've contributed to a variety of projects across various industries. I thrive on creative challenges and enjoy building strong relationships along the way. It is my firm belief that there's no limit to what I can learn, and that challenges are a great way to develop and improve. That is why I am open to innovations and opportunities to collaborate.

## Experience



### Blogger

#### Castles Hub

2017 - Present (5 years 1 month +)

- Creating and researching ideas for blog posts.
- Web content writing, proofreading, editing, and publishing blog posts.
- Content performance measurement, analytics, and SEO implementation.
- Providing relevant information about interests, products, or services.
- Improving site traffic by using SEO keywords.
- Monitoring comments on posts to better understand the readers.
- Working with experts and contributing writers to provide relevant information for the audience.
- Writing compelling and engaging content in line with industry standards.
- Adapting to industry trends while maintaining a unique voice.



### Content Writer

#### Upwork

May 2017 - Apr 2021 (4 years)

- Researched industry-related topics and prepared well-structured drafts.
- Analysed studies, web journals, interviews and other materials to extract relevant information.
- Wrote copy to promote brands, products or services.
- Stayed up to date with news, discussions and activities in the industry.
- Planned and wrote blog posts, reviews, informational write-ups, tutorials and how-to articles.
- Proofread and edited blog posts before publication to ensure all-around consistency.
- Conducted keyword research and implemented SEO strategies to increase web traffic.
- Created infographics to represent quick facts and make information easier to understand.



### Jr. Social Media Specialist

#### iHeartMyHBCU

Dec 2020 - Feb 2021 (3 months)

- Searched Instagram for prospects.

- Initiated contact with prospects.
- Engaged posts of interest to the organization.
- Liked and replied to comments on the organization's posts.
- Handled follows/unfollows of pages of interest.
- Maintained a database of daily activities.



### **Graphics Designer (NYSC)**

Niche IMC

Apr 2015 - Jul 2015 (4 months)

- Created graphics for magazines, labels, advertising and signage.
- Took part in various marketing activities.



### **Mathematics Teacher (NYSC)**

Secondary Technical school Ofeme

Aug 2014 - Mar 2015 (8 months)

- Planned and presented lessons on understanding and application of mathematical concepts.
- Sourced the resources and supplies needed for lessons.
- Prepared and distributed learning materials such as notes, assignments, and tests.
- Graded assignments and assessment tests promptly.
- Invigilating assessment tests and final examinations.
- Documented students' progress and prepared reports cards.
- Attended meetings with parents and staff

## **Education**



### **University of Benin**

Bachelor of Engineering (B.Eng.), Chemical Engineering

2009 - 2014

## **Licenses & Certifications**



### **Problem Solving Using Computational Thinking - Coursera**

YSAKPTE78JCE

## **Skills**

Web Content Writing • SEO Copywriting • Online Research • Research • Editing • Analytical Skills •  
 Technical Writing • HTML • Cascading Style Sheets (CSS) • JavaScript