

PECULIAR CHINOMNSO-OKOLIE

CONTENT MARKETING ASSOCIATE

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CAREER OBJECTIVES

Commercially driven content marketer with 2+ years in product marketing, focused on turning user insights and lifecycle strategies into measurable growth. Skilled at connecting vanity metrics to revenue outcomes, and eager to apply my track record of boosting retention, adoption and conversion to scale Bumpa Engage Products and drive long-term user loyalty.

CORE SKILLS & QUALIFICATIONS

CONTENT MARKETING SKILLS	Copywriting, Content Strategy & Creation, Email Marketing, Data Analytics, Search Engine Optimisation, Campaign Development, Landing Page Optimisation, Performance Tracking, User Interviews, User Journey Mapping, Positioning & Messaging, Article Writing
TECHNICAL SKILLS	Google Analytics, Mixpanel, Flodesk, Ubersuggest, Google Keyword Planner, Meta Ads
SOFT SKILLS	Customer-centric Thinking, Result-oriented, Communication (Verbal & Written), Detail-oriented, Self-motivation, Team-work & Collaboration, Commercial Thinking

WORK EXPERIENCE

Product Growth Lead Jobrator	12/2025 - Present
- Conducted user surveys and customer interviews to uncover key pain points, translating insights into refined product positioning and messaging that improved internal alignment and guided product direction by 100%. - Optimised landing page messaging and headlines based on user insights, achieving a 70% increase in primary CTA clicks. - Designed and implemented a comprehensive lifecycle email communications across key user touchpoints, improving user retention by 20% and re-engaging 63% of surveyed leads into demo conversations. - Boosted sales by 20% through proactive communication, understanding customer needs, and recommending tailored solutions that enhanced the overall customer experience.	
Marketing & Communication (Team Lead) The Yacht Hotel	05/2025 - 11/2025
- Engineered a data-driven Valentine's Day campaign by analysing Meta Ads performance in real-time, optimising creatives and CTA messaging to double the campaign revenue target. - Identified drop-offs in the customer journey at the inquiry stage and architected a seamless user journey by integrating a reservation system that eliminates DM bottlenecks and streamlines bookings, increasing completed reservations by 70%. - Implemented lifecycle email marketing using Flodesk, segmenting customers by behaviour and automating re-engagement and retention flows, resulting in a 38% increase in Customer Lifetime Value (LTV) within 3 months. - Developed detailed process documentation for recurring marketing tasks, enabling team members to execute complex workflows independently and improving execution speed by 3x.	
Content Marketing Associate Chronicles Software Development Company (SuccessBOX V2)	12/2024 - 14/2025
- Leveraged Google Analytics and Mixpanel to analyse user behaviour and identify drop-offs, driving landing page optimisations and the launch of two high-impact feature recommendations that contributed to the 67% increase in product adoption. - Engineered a high-performance SEO strategy using tools like SEMrush, Ubersuggest, and Google Keyword Planner, improving site infrastructure, backlinks and search visibility to second-page rankings within 6 months while reducing marketing spend by 50%. - Designed and executed a data-driven multi-channel content strategy (Instagram, TikTok, Email, Blog) aligning content with business goals and user journey, resulting in a 200% increase in social media impressions and a 22% lift in digital sales. - Authored technical and educational blog and email content that increased readership by 71% and contributed to a 12% increase in quarterly sales from content marketing channels.	

EDUCATION

Bachelor of Arts in English Language University of Lagos	09/2017 - 12/2021
Relevant Coursework: Literature, Linguistics, Creative Writing, Critical Communication, Phonetics & Phonology, Syntax & Morphology	
Copywriting & Emotional Selling The Multi-Woman Network	05/2020
Relevant Coursework: Consumer Psychology, Copywriting Formulas, Headline & Hook Writing, Storytelling	
Product Marketing & Content Marketing Treford Africa	in view
Relevant Coursework: Market Research and Analysis, Positioning and Messaging, Lifecycle Marketing, SEO & Optimisation, ROI Tracking	