

FARIDAH GIWA-BELLO

Content Marketing Specialist

Lagos, Nigeria | +234 814 791 4392 | giwafaridah@yahoo.com

Portfolio: <https://faridahgiwabello.com/my-work>

SUMMARY

Content marketer with 4+ years of experience driving growth through content, SEO, social media, email, and web campaigns. Proven at building and scaling content systems that support organic acquisition, engagement, and conversion. Strong in analytics, distribution strategy, and cross-functional collaboration, with experience supporting product launches, brand growth, and revenue-driven initiatives.

EXPERIENCE

Syndicate Bio — United States (Remote)

Content Marketer / Communications Manager | Aug 2023 – Sep 2024

- Led company-wide content strategy across web, social, and campaigns, aligning messaging with brand positioning and growth goals.
- Shaped go-to-market content and messaging for the launch of a consumer-facing cancer testing product.
- Partnered with product, medical, and commercial teams to define audience segments and select effective acquisition channels.
- Wrote and optimized product copy for onboarding and purchase journeys, balancing clarity, trust, and conversion.
- Supported executive communications by ghostwriting and editing CEO updates and key company announcements.

54gene — Lagos, Nigeria

Senior Communications & Content Manager | Mar 2023 – Aug 2023

- Served as central content and communications lead during a high-stakes company period.
- Worked closely with leadership to align internal and external messaging.
- Maintained brand credibility and stakeholder trust through clear, consistent communication.

DébboAfrica — Lagos, Nigeria

Consulting Content Marketer / Digital Content Manager | Dec 2022 – Jun 2023

- Planned and executed multi-channel campaigns across email, social, and video to support brand awareness and growth.
- Owned SEO strategy using Ahrefs and SEMrush, improving website visibility and inbound traffic.
- Built and managed editorial calendars to support consistent, goal-driven publishing.
- Launched and grew a newsletter as a core audience engagement channel.
- Led a brand redesign focused on improving digital clarity, usability, and conversion.

54gene — Lagos, Nigeria

Content Specialist | Nov 2021 – Mar 2023

- Executed content marketing across digital and print channels to support engagement and lead generation.

- Contributed to the content-led launch of an international diagnostics subsidiary across web, print, and digital ads.
- Drove 42% user growth from organic channels through SEO-focused initiatives.
- Led content production contributing to 4K+ monthly website page views.
- Used performance insights to continuously refine content and distribution.

54gene — Lagos, Nigeria

Content Strategist | Jul 2020 – Dec 2021

- Developed content and social media strategies grounded in audience research and growth goals.
- Produced 30+ long-form blogs (avg. 2.2K+ views) and social campaigns, increasing organic blog traffic from 50 to 1.5K+ monthly visits.
- Led social media growth, achieving 100% Instagram growth and 150% LinkedIn growth within 12 months.
- Optimized content distribution, resulting in 4x website traffic growth in six months.
- Wrote conversion-focused copy for a nationwide COVID-19 testing campaign supporting a ₦4bn+ revenue initiative.

SKILLS

Digital Marketing & Growth

Content strategy & content-led growth | SEO & organic acquisition | Campaign planning & execution

Content distribution & amplification | Social media growth & analytics

Email marketing & newsletters | Performance tracking & optimization

Audience research & market insights

TOOLS & PLATFORMS

- Content & CMS: WordPress, HubSpot CMS, Notion, Google Docs
- SEO & Growth Research: Ahrefs, SEMrush, Keyword Planner
- Analytics & Performance: Google Analytics, Hotjar
- Email & Lifecycle Marketing: HubSpot, Mailchimp, Beehiiv
- Social & Distribution: LinkedIn, X (Twitter), Instagram, Hootsuite, Buffer
- Collaboration & Workflow: Notion, Slack, Trello
- Design: Canva

EDUCATION

Kwame Nkrumah University of Science and Technology (KNUST) — Kumasi

BSc Biological Sciences | Second Class Upper | 2019

- Member, Theoretical and Applied Biology Department Editorial Team

CERTIFICATIONS

- The Strategy of Content Marketing — Coursera (2020)
- Graphic Design Masterclass — Udemy (2021)
- Content Marketing — HubSpot (2023)
- Strategic Communications — Comms Intensive Africa (2024)
- Brand Strategy & Marketing Communications — Sola Abulu & Associates (2024)

REFERENCES

Available upon request.