

# FARIDAH GIWA-BELLO

Communications and Content Specialist

Lagos, Nigeria | +2348147914392 | [giwafaridah@yahoo.com](mailto:giwafaridah@yahoo.com)

## Summary

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Communications and Content Specialist with over 4 years of experience in the health and life sciences sector. Holds a BSc in Biological Sciences and certifications in Content Marketing Strategy and Strategic Communications, combining scientific expertise with proven communication skills to drive impactful brand messaging.

## Where I have worked

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- **Syndicate Bio | Communications Manager (In-House) | 8/2023 - 10/2024**  
Crafted and executed dynamic communication strategies that elevated brand visibility and ensured consistent messaging across press releases, media relations, content creation, and marketing materials. Spearheaded initiatives that positioned the brand as a thought leader in the life sciences space.
- **54gene | Senior Communications and Content Manager (In-House) | 3/2023 - 8/2023**  
Led communication strategies that not only amplified content reach but also drove measurable engagement. Managed content distribution channels, utilized analytics to optimize performance, and developed strategies that directly contributed to revenue growth and brand recognition.
- **DebboAfrica | Digital Content Manager (Contract) | 12/2022 - 06/2023**  
Orchestrated successful digital marketing campaigns, boosting traffic through expert SEO implementation. Spearheaded a brand redesign and launched a highly impactful health-focused newsletter that resonated with a diverse audience, driving engagement and awareness.
- **54gene | Content Specialist (In-House) | 11/2021 - 3/2023**  
Developed and executed content marketing strategies that resulted in a 42% growth in user engagement and over 4K monthly website views. Managed editorial calendars, budgets, and led content creation for the successful launch of 7RiverLabs, a key diagnostics subsidiary.
- **54gene | Content and Social Media Strategist (In-House) | 07/2020 - 12/2021**  
Revolutionized marketing efforts with creative strategies and compelling copy. Authored 30+ scientific blog posts, increasing blog visits to 1.5K+ monthly. Grew website traffic 4x and achieved a 100% growth in Instagram followers and 150% growth in LinkedIn followers within 12 months.