

# FARIDAH GIWA-BELLO

Communications and Content Specialist

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## 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**

Created and managed communication strategies, including press releases, media relations, content creation, and marketing materials, to boost brand visibility and ensure consistent messaging.

- **54gene | Senior Communications and Content Manager (in-house) | 3/2023 - 8/2023**

Developed and executed communication strategies, managed content distribution, and used analytics to optimize engagement and revenue.

- **Debbo Africa | Digital Content Manager (contract) | 12/2022 - 06/2023**

Executed digital marketing campaigns, increased traffic through SEO, and launched a brand redesign and impactful health-focused newsletter.

- **54gene | Content Specialist (in-house) | 11/2021 - 3/2023**

Executed content marketing strategies, boosting user growth by 42% and achieving 4K+ monthly website views. Managed editorial calendars and budgets, and led content for a major diagnostics subsidiary launch (7RiverLabs).

- **54gene | Content and Social Media Strategist (in-house) | 07/2020 - 12/2021**

Enhanced marketing strategies with original ideas and compelling copy. Authored 30+ scientific blog posts, increased blog visits to 1.5K+ monthly, and boosted website traffic 4x. Grew Instagram followers by 100% and LinkedIn followers by 150% in 12 months.