

Nicholas Waithaka Muhoro

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Summary

I am a content specialist with an avid interest in creating thought-provoking content that engages the audience by telling relevant, captivating and interesting stories. I believe strongly in the power of digital media, and its impact on the way people communicate. I have successfully crafted engaging and thought-provoking content. My ability to adapt styles to engage specific audiences, along with my proficiency in web content writing and proofreading, ensures delivery of high-quality, impactful work.

Experience



Content Specialist

InfoPay

June 2022 to Present

I conduct in-depth research and analysis on various public records and legal documents to gather accurate and relevant information.

I develop high-quality, engaging, and informative articles that effectively communicate complex legal information to a diverse readership.

I collaborate with cross-functional teams, including researchers, editors, and SEO specialists, to ensure content accuracy, clarity, and alignment with company objectives.



Contributor

HotCars

Jul 2021 – May 2022

I provided articles on automotive trends and reviews

I completed writing projects, met deadlines, and followed content requirements in terms of style and project specifications

Reviewed and implemented process changes to drive operational excellence



Content Manager

Wemple Leads

Mar 2021 - Jun 2021 (4 months)

Advised on the development of content strategies and providing ideas for engaging audiences

Assisted in the development of metrics for measuring the efficiency of new workflows and develop short- and long-term plans for driving efficiency

Adapted tone and style to engage specific audiences

Acted as the main point-of-contact for new and existing marketing content and work with a web designer on custom (non-templated) pages

Blogger

International Business Times, Singapore Edition

Jun 2019 - Dec 2020 (1 year 7 months)

Drafted news articles in correspondence with real-time events

Performed research and wrote unbiased, factual news stories

Reviewed and evaluated written or recorded material

Contributing Writer

Leaf Group

May 2019 - Aug 2019 (4 months)

Developed, wrote, released, and published technical reports from work instructions and corresponded, in accordance with standard operating procedures.

Explained technical ideas in user-friendly language.

Interpreted data analysis and created documents based on user format requirements.

Contributing Writer

Sanvada

Jun 2017 - May 2019 (2 years)

Developed articles on various trending technological topics.

Performed research for automotive content and monitored the development of the stories through their various stages.

Managed concurrent content development projects effectively and on time

Worked with senior team members to develop site content

Contributing Writer

PGI auto

Aug 2013 - Jun 2016 (2 years 11 months)

Developed SEO content for local and regional auto dealerships for marketing purposes

Tracked workflow and provided content in line with scheduling demands

Managed concurrent content development projects effectively and within budget

Education

University of Nairobi

Bachelor of Economics & Statistics

Skills

Copy Editing • Creative Writing • Editing • Blogging • Social Media • Social Networking • Research
• Journalism • Web Content Writing • Proofreading