

# Ivan Irakoze

Content Specialist

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## EXPERIENCE

### **CopySmiths (formerly McKinnon Group), Remote — Content Lead**

SEPTEMBER 2020 - PRESENT

Interacting with the firm's clients and leads in different niches. The role entails:

- Closing and managing content batch orders worth a total of more than USD \$112,000 at the time of writing.
- Emailing leads and answering inquiries through all the stages of the buyer's journey, and converting them into clients.
- Segmenting recipients according to buyer's journey and niche.
- Presenting the firm's content creation process through screencasts.
- Explaining detailed information of the steps required to order, ideate, receive, review, and publish content.
- Updating clients on a weekly basis on the progress of their content.
- Conducting keyword research for each content batch according to the needs of new and returning clients.
- Briefing the team on specific requirements for new content.
- Reviewing content before sharing it with clients for approval and publishing.

### **CopySmiths (formerly McKinnon Group), Remote — Content Coach**

JUNE 2020 - SEPTEMBER 2020

Coached a group of 30+ content writers who create articles, pillar pages, product pages, visual content, and more for international client websites. The role entailed:

- Managing the entire content production process from ideation to publication. Ensuring that content is published continuously at a consistently high level.
- Creating training for writers on SEO and every aspect of the content writing process.
- Ideating article topics, finding keywords, and providing unique briefs for writers to work on.
- Reviewing writers' work.

## LANGUAGES

English (Fluent)

French (Fluent)

## SKILLS & TOOLS

Content Creation

SEO Optimization

Email Marketing

Lead Conversion

Award-Winning Creative Writing

Excellent Communication & Interpersonal Skills

Storytelling & Public Speaking

Detail-Oriented

Time Management & Organization Skills

Social Media Brand Promotion

Ahrefs

SurferSEO

Google Trends

Google Analytics

Canva

Hemingway Editor

Grammarly

G Suite & Google Drive

Medium

- Approving payments for writers, subeditors, and web developers.
- Onboarding new writers.
- Tracking keywords and content ranking on SERPs.

## **CopySmiths (formerly McKinnon Group), Remote — Content Marketer**

OCTOBER 2019 - JUNE 2020

Produced content for multiple clients. The role entailed:

- Creating SEO-optimized and brand-specific content.
- Creating unique and compelling calls-to-action in all content.
- Writing 1200+ word blog articles with visual content on a daily basis.

## **Ink Overflow, Kenya — Creative Director & Co-Founder**

APRIL 2014 - MARCH 2020

Started a social enterprise focused on Arts & Entertainment, where I:

- Grew the organization's online community through content creation with 2,000+ followers across mainstream social media platforms.
- Published content on the organization's blog and social media channels.
- Successfully planned, marketed & organized creative events.
- Facilitated creative workshops for high school students in Nairobi.

## **EDUCATION**

### **United States International University - Africa, Kenya — Bachelor's of Arts**

AUGUST 2010 - AUGUST 2014

Majored in International Business Administration, with a concentration in Management.

## **PORTFOLIO**

<https://www.clippings.me/ivanirakoze>

You can find some of the content I've written here; including some on how to get high conversion rates through different mediums.

## **CERTIFICATES & AWARDS**

[Hubspot Email Marketing](#)

[Certificate](#) - January 2021 - March 2023

[Google Analytics for](#)  
[Beginners Certificate](#) -

February 2020

**Slam Africa Winner (regional spoken word competition) -**

October 2015