

# Kemi Elizabeth Ojogbede

**Email:** kemi.e.ojogbede@gmail.com

**Website:** kemi-elizabeth.github.io. **Writing portfolio:** kemielizabeth.com

Technical writer with experience in Python, data visualisation engineering, content marketing and journalism

## EDUCATION

### MASTER OF SCIENCE, DATA SCIENCE

Birkbeck University of London | 2019 - 2021

### MASTER OF ARTS, CONTEMPORARY LITERATURE AND CULTURAL THEORY

Birkbeck University of London | 2014 - 2016

### BACHELOR OF ARTS, ENGLISH WITH CREATIVE WRITING

University of Nottingham | 2011 - 2014

## SKILLS

Knowledge and experience using **Python**

Knowledge and experience using **REST APIs** and **GraphQL APIs**

Good understanding of **webhooks** and **SDKs**, basic knowledge of **SQL**

Experience with **AI products** and good understanding of **machine learning**

Experience using **Figma**, **Photoshop**, **Premier pro** and **Final cut pro**

Experienced in using **Python (Selenium, BeautifulSoup etc)** to **build scrapers** and **analyse data**

Experience using **Terminal**, **Github**, **Visual Studio Code**, **Postman** and **Insomnia**

Experience using **HTML**, **CSS**, **basic Javascript** and **markdown**

## EMPLOYMENT HISTORY

### TECHNICAL WRITER (Rest API and GraphQL documentation)

**Amplience** | July 2022 - current

Took charge of writing documentation for Rest and GraphQL APIs. Took charge of creating documentation for new AI powered content studio product. Used Python to scrape several websites and do comparative research for AI prompt engineering team. Worked with UX team to craft documentation according to company styling. Liaised with developers and product managers to understand new releases and interpret code for documentation process. Used Python to do n-gram analysis on search terms on docs site to reveal findings about what users needed more clarity on. Used Github and terminal on a daily basis to push work to development. Liaised with external clients to document the usage of their webhooks. Also tested out all API and webhook connections myself before writing, sometimes with Postman or Insomnia.

### DATA VISUALISATION ENGINEER

**PhD media** | Feb 2022 - July 2022

Connected to various API's to collect client data from various media platforms using Python. Cleaned and organised data according to company taxonomy using SQL in Big Query, and created interactive client dashboards using Google Data Studio.

### CONTENT MARKETING AND DATA MANAGER

**Finder UK** | Nov 2020 - Feb 2022

Created Javascript code that automatically adds a source to any copied HTML text from our website, significantly increasing amount of links back to research pages.

Used HTML, CSS and Javascript to build interactive elements to improve user experience. Managed team of designers, writers and analysts who create assets and conduct research. Used BeautifulSoup and Selenium to scrape websites for data that enhances website content. Held masterclasses to train other teams in data visualisation building.

Wrote, edited and designed pages of statistical research to be outreached by PR teams.

### EMAIL SPECIALIST

**Mumsnet** | Sep 2019 - Nov 2020

Built new HTML email template that mirrored most clicked areas on site, resulting in higher engagement after a two-month period of AB testing.

Used Python to conduct audience segmentation and create targeted email campaigns.

Analysed user buying habits during Black Friday sales. This data-led approach resulted in a 68% growth in email revenue, with 54% of overall Black Friday revenue coming from emails alone.

### COMMERCIAL CONTENT CREATOR

**Mumsnet** | Oct 2018 - Sep 2019

Used Python to conduct topic analysis within forums to understand users buying habits throughout the year. This data was used to pitch commercial campaigns to clients. Managed promotional activity and content production schedules for clients. Liaised with clients to come up with creative solutions for branded content.

## JOURNALIST

**The Mirror Online** | April 2018 - Oct 2018

**The Hook** | March 2017 - April 2018

**The Week UK** | Aug 2016 - March 2017

**Grazia UK** | May 2016 - Aug 2016

**References available upon request**