

PROFESSIONAL SUMMARY

Proficient, talented and efficient writer skilled in diverse forms of written communication including **journalism, essay writing, copywriting, creative writing and academic writing.**

A creative thinker who can apply unique solutions and techniques in collaborating with business owners to develop user-focused advertising material including sales letters, product descriptions and SEO-content. Able to formulate persuasive advertising campaigns that compel and convert. Demonstrated ability to create positive business relationships by exhibiting values such as integrity, team-building, open-mindedness and consistency. .

CORE SKILLS:

Journalistic Writing | Article writing | Creative writing| Academic writing | Copywriting| Sales writing|

|Editing & Proofreading |Marketing strategy| Presentations | Digital Marketing| SEO | Social media marketing

|Effective Verbal & Written Communication | Critical thinking| Time & Task Management | Research|

PROFESSIONAL EXPERIENCE

Freelance copywriter| REMOTE

07-2020 to 01 2021

Hodeo-Hodeo, LG, Lagos

Hodeo-Hodeo is an online retailer for clothing and accessories.

As the lead copywriter, my core activities include:

- Writing compelling product descriptions such that increased customer engagement.
- Developing effective marketing strategies for social media platforms.
- Creating and updating company logo and brand voice into unique formats.
- Proofreading and editing copy from other in-house copywriters before release.

TECHNOLOGY SKILLS

MS Office tools: Microsoft word, PowerPoint, Excel

Web conferencing tools: Zoom, Skype, Google Suite.

EDUCATION AND CERTIFICATIONS

University of medical sciences,

2016-Present

Ondo

Medical Degree (Medicine and Surgery)