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Summary

- Experience

Detail oriented copywriter with 4 years of proven experience delivering clear and compelling copy for various industries - with 1 year in B2B SaaS.

- Skills

Strong sense of customer focus and commercial know-how to create:

1. Highly targeted website copy
2. High converting Facebook and Instagram ads
3. Email campaigns
4. Landing pages
5. Newsletters
6. Blog content
7. UX copy
8. And other marketing campaign materials.

- Career highlights

1. My articles (ghostwritten for clients or bylined) have been featured in Entrepreneur Magazine, Search Engine Watch, and other publications.

2. I co-founded a platform nairaroad.com dedicated to helping Nigerian Business owners and freelancers market themselves better and gain more customers and clients.

So far, we have worked directly with over 200 Nigerians to help them start and scale successful businesses and freelance careers and built an active list of over 5000 Nigerian business owners and freelancers.

Experience



Freelance Writer

SEO POW

Nov 2018 - Apr 2019 (6 months)

- Writing, editing & uploading detailed and targeted blog content
- Revising content based on internal feedback
- Ghostwriting articles that were featured on major publications like Entrepreneur magazine and Search Engine Watch.



Freelance SaaS Writer

Skyborne logistics

Jan 2019 - Apr 2019 (4 months)

- Developed the creative brand voice for Tryp (an e-hailing app) across websites, newsletters and social media.
- Conceptualised and developed engaging and user focused UX copy.
- Developed a social media brand voice and template to be followed by the in-house marketing team.



Digital Communications Manager

Cityworks

Oct 2019 - Jan 2020 (4 months)

- Developed the creative brand voice for Cityworks across websites, newsletters and social media.
- Developed content marketing campaigns for lead generation.
- Developed email marketing campaigns to follow up with existing subscribers.
- Led the Proofreading of all social media content to ensure accuracy and consistency before release.



Owner, B2B SaaS Copywriter & Content Strategist

BlogPosts For Funnels

Aug 2020 - Present (4 months +)

- Creating in depth and data-driven content to help SaaS companies rank higher in search for their target keywords.
- Implementing SEO writing to increase the monthly organic blog visits for SaaS companies.
- Creating highly targeted content to Help SaaS companies increase conversion rate and reduce churn.



Co-Founder

Nairaroad

Dec 2019 - Present (1 year +)

Teaching Facebook advertising and copywriting to Nigerian freelancers and small business owners.



Guest Writer

Entrepreneur Media

Aug 2018 - Dec 2019 (1 year 5 months)



Guest Writer

Wellness.com

Aug 2018 - Dec 2019 (1 year 5 months)



Research Assistant

Eongratis Limited

Jul 2017 - Nov 2019 (2 years 5 months)

Education



University of Lagos

Bachelor's degree, Petroleum Engineering

2013 - 2018

Skills

SaaS Copywriting • Digital strategy • SEO Copywriting • Facebook Ads • Social Media Marketing • Content marketing • Google Suite • Collaborative Problem Solving • WordPress • content refreshing