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Objective:

To secure a position as a Content Writer and Email Copywriter where I can utilize my writing skills to create engaging content that drives traffic and conversion.

Summary:

Experienced Content Writer and Email Copywriter with a proven track record of producing high-quality, engaging content that drives traffic and conversion. Skilled in creating compelling email campaigns and website copy that convert readers into customers. Proficient in SEO and lead generation.

Education:

Bachelor's Degree in Business Administration
University of IBB, Lapai, Niger State
Graduated: 2019

Skills:

- Content creation and curation
- Email marketing
- SEO optimization
- Lead generation
- Copywriting
- Blogging and article writing
- Social media management
- Customer engagement

Experience:

Content Writer and Email Copywriter
@ The Productive Self (Blog site)
2022- Present

- Create and manage content for various digital channels including email campaigns, websites, and social media platforms.

- Utilize SEO best practices to increase organic search traffic and improve search engine rankings.
- Manage email campaigns to drive engagement and conversion.
- Analyze data to measure the success of email campaigns and make improvements based on results.
- Collaborate with other teams to develop content strategies that align with business goals.
- Write blog posts and articles on industry-related topics to engage and educate readers.

Freelance Content Writer

[2021 - Present]

- Write and edit web copy, blog posts, and articles for various clients in different industries.
- Use SEO techniques to improve website ranking and increase traffic.
- Collaborate with clients to develop content strategies and tailor content to meet their specific needs.
- Manage multiple projects simultaneously and meet tight deadlines.

Certifications:

Innovative Management certificate

Links:

[LinkedIn Profile](#)

[Portfolio](#)

References:

Available upon request.