

The Curriculum Vitae of Favour Akam

**"Words. The Only Thing Standing
Between You And The Massive
Sales You Dream Of. I Can Make
That Happen..."**



Hello, I'm Favour Akam based in Lagos State, Nigeria. And I write high-converting copy that focus on selling products and services. Since 2020 I've created an incredible amount of sales pages, website copy, Facebook ad copy, articles, emails, and blog posts.

Here is a few things I am extremely good at and, can help you with:

1. Can create sales/landing pages and write sales page copy.
2. Can write welcome sequences and promotional emails.
3. Can set-up and run Facebook/Instagram advertising campaigns.
4. Can write Facebook ads copy and blog posts.
5. Can create social media contents or set up a content strategy.
6. Can train you and your employees how to write high converting copy.

7. Can hold sales strategy sessions for you and your employees.
8. Work hand in hand with you to create offers that multiply your sales 3x.
9. Can manage your social media handles as your social media manager.

Personal Information

Gender: Male

Contact Address: Royal Aliss Apartment, Eziobodo, FUTO road, Owerri.

Nigerian languages spoken: English and Igbo

Mobile: 08156550549, 08103892702

E-mail: akamfavouronyedikachi@gmail.com

Educational Background

2019-2024

Federal University of Technology, Owerri

B.Tech Biotechnology (Second Class Upper Hons.)

2013-2019

Master's Vessel Seminary, Osumenyi
SSCE and NECO

Trainings and Certifications:

2020

Copywriting Masterclass

Training in Copywriting (Fundamentals and Advanced).

2021

Google

Certificate in Digital Marketing.

2022

Accel

Certificate in Persuasive Writing (Fundamentals and
Advanced)

Referee:

Sir Fortune Nnamdi +2348161271610

Skills:

1. Excellent communication, active listening and interpersonal skills.
2. Strong writing and persuasion skills.
3. Deep understanding of digital marketing and sales with the ability to deliver results quickly and effectively.
4. Critical thinking and high level of creativity.
5. Able to work and learn quickly in a fast paced environment.
6. Proficiency in using Google Docs, Grammarly and other copywriting tools.
7. Innovative mindset with a passion for delivering exceptional copywriting service.
8. Proven ability to work and completing tasks given independently with or without supervision.
9. Strong work ethics and ability to think outside of the box
10. Empathetic approach with a focus on understanding and addressing client's needs.
11. High levels of honesty, transparency and integrity.

Work Experiences:

1. Gigantic Sales Empire, Benin.

Role: Copywriter

February 2021- 2023.

Responsibilities:

A. Conceptualizing and Writing Compelling Copy

- Developing and writing high-quality, engaging copy for various marketing channels, such as ads, social media, websites, blogs, and more.

- Brainstorming and conceptualizing innovative ideas that align with the brand's tone, voice, and messaging.

B. Understanding and Meeting Brand Objectives

- Collaborating with cross-functional teams, including marketing, design, and product, to understand brand goals and objectives.

- Ensuring all copy aligns with the brand's overall strategy, messaging, and tone.

C. Conducting Research and Staying Up-to-Date with Industry Trends

- Conducting research on target audiences, industry trends, and competitors to stay informed and inspired.

- Staying current with the latest marketing and advertising trends, best practices, and technologies.

D. Editing, Revising, and Refining Copy

- Reviewing, editing, and revising copy to ensure it meets brand standards, is free of errors, and resonates with the target audience.
- Collaborating with designers, art directors, and other stakeholders to ensure copy is properly integrated into visual elements.

E. Measuring and Optimizing Copy Performance

- Analyzing metrics and data to measure the effectiveness of copy in driving engagement, conversions, and sales.
- Using insights and feedback to refine and optimize copy, ensuring it continues to resonate with the target audience and drive business results.

2. Contract Clients such as Course Creators and Coaches.

Role: Copywriter. March, 2021 till date.

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3. Black Business Boom.

Role: Marketing Coach. January, 2022- August, 2022.

Responsibilities:

A. Developing and Implementing Marketing Strategies

- Collaborating with clients or team members to understand their marketing goals and objectives.
- Developing and implementing customized marketing strategies to achieve those goals.

B. Providing Guidance and Support

- Offering coaching and guidance on marketing best practices, trends, and technologies.
- Providing support and accountability to help clients or team members stay on track with their marketing efforts.

C. Analyzing and Optimizing Marketing Performance

- Analyzing metrics and data to measure the effectiveness of marketing campaigns and strategies.
- Identifying areas for improvement and providing recommendations for optimizing marketing performance.

D. Facilitating Marketing Training and Education

- Developing and delivering training programs, workshops, or webinars on various marketing topics.
- Helping clients or team members develop new marketing skills and stay up-to-date with industry trends.

E. Building and Maintaining Relationships

- Building strong relationships with clients or team members to understand their marketing needs and goals.
- Maintaining those relationships through regular communication, feedback, and support to ensure long-term marketing success.

4. Archineers Construction Company.

Role: Social Media Manager. October, 2022-December, 2023.

Responsibilities:

A. Developing and Implementing Social Media Strategies

- Creating and executing social media strategies aligned with the company's goals and objectives.
- Defining target audiences, content themes, and engagement metrics.

B. Content Creation and Curation

- Developing high-quality, engaging content (text, images, videos, etc.) for various social media platforms.
- Curating and sharing relevant, industry-specific content to maintain a strong online presence.

C. Managing and Moderating Social Media Presence

- Setting up, optimizing, and maintaining the company's social media accounts.
- Monitoring and responding to comments, messages, and reviews in a timely and professional manner.

D. Analyzing and Reporting Social Media Performance

- Tracking and analyzing social media metrics (engagement rates, follower growth, etc.) to measure campaign success.
- Providing regular reporting and insights to stakeholders to inform future social media strategies.

E. Staying Up-to-Date with Social Media Trends and Best Practices

- Researching and staying current with the latest social media trends, platform updates, and industry best practices.
- Applying this knowledge to continuously improve and optimize the company's social media presence and content.

5.360 Furniture Hub.

Role: Facebook and Instagram Advert Expert.
January 2024 till date.

Responsibilities:

A. Campaign Strategy and Planning

- Developing and executing comprehensive Facebook and Instagram ad campaigns aligned with the company's goals and objectives.
- Defining target audiences, ad budgets, and key performance indicators (KPIs).

B. Ad Creation and Optimization

- Designing and creating high-performing ad visuals, copy, and videos for Facebook and Instagram.
- Continuously monitoring and optimizing ad performance using Facebook and Instagram's advertising tools.

C. Targeting and Retargeting Audiences

- Identifying and targeting specific audiences on Facebook and Instagram using demographics, interests, behaviors, and lookalike audiences.
- Creating retargeting campaigns to reach users who have interacted with the brand or visited the website.

D. Budget Management and ROI Optimization

- Managing and allocating ad budgets across Facebook and Instagram campaigns to maximize return on investment (ROI).
- Analyzing ad performance data to identify areas for improvement and optimize campaigns for better ROI.

E. Reporting and Analysis

- Providing regular reporting and analysis on Facebook and Instagram ad performance, including metrics such as reach, impressions, clicks, conversions, and ROI.
- Using data insights to inform future ad campaigns and improve overall ad strategy.

My Favorite Copywriting Works

Website Content Examples

- [Fire Pros](#)
- [Raleigh Heating & Air, NC](#)
- [Frymire Home Services](#)
- [Polhman plumbing](#)

Blog Posts Examples

- [Frymire Home Services Blog](#)
- [All American Blog](#)
- [Avid Plumbing Blog](#)

Sales/Landing Page

- [Copy To Cash](#)
- [Blissful Parenting](#)
- [Digital Life Hub](#)
- [Vagina Tribe](#)
- [Benin Sales Summit](#)
- [Whatsapp Marketing Starter Toolkit](#)
- [\\$4000 Blueprint](#)
- [DSM](#)
- [Shampoo copy](#)

- [Gigantic Chess Academy](#)

Facebook Ad Copy Examples

- [BDS Brand](#)
- [DST Ad Copy](#)
- [**DST Ad Copy**](#)
- [Sell Like A Don](#)
- [Email Sign up](#)
- [Expertnaire](#)
- [Anied Natural](#)
- [Beryl Hair](#)

VSL Examples

- [Ramen Box](#)

Email Examples

- [Mindful Souls Incense Burners](#)
- [Email #1](#)
- [Email #2](#)
- [Email #3](#)
- [Email #4](#)

- [Email #5](#)
- [Email #6](#)
- [Email #7](#)
- [Email #8](#)

Product Description Examples

- [Mindful Subscription Box](#)

Brand Slogan Examples

- [Foxelli Company](#)

Articles

- [Leveraging On The Power of Copywriting Bullets](#)
- [Exercises To Help You Master Copywriting.](#)
- [Dreams- Our Personal Guide.](#)
- [Honesty And Patience In The Positive Development Of Youths](#)
- [The Secret of Success in Online Business](#)

Testimonials

I have had the privilege of working with Everyday People and Two Keys Ltd as their social media manager.

Multiple brands as a copywriter and Facebook/Instagram ads expert.

My results speak for me. This is what my clients are saying:

Testimonials

Let's Connect!

If getting more customers and making more profits this month is something you love...

Send me an email at akamfavouronyedikachi@gmail.com let's discuss further...

Or send me a DM on:

WhatsApp: +2348156550549

Facebook: <https://www.facebook.com/favour.akam.56>

Twitter: <https://twitter.com/FavourAkam?s=09>

LinkedIn:

<https://www.linkedin.com/mwlite/in/favour-akam-2a132220b>