## **VALENTINE OKOLI**

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**Content Writer**

* A Highly skilled and motivated Content writer specialized in writing website contents, articles and blog posts that generates traffic and convert sales by over 72% as measured by annual external audit
* A Content writer versed in producing high-quality written content for Economics, De-fi and Decentralized Finance materials.
* A skilled content writer and copywriter specialized in Tech writing with special interest in the Cryptocurrency and De-fi niche.
* Content writer expert in writing in a journalistic, story -telling style of writing to the development of white papers, articles, with sales focused digital content marketing creative.
* Innovative Content Writer versed in writing well researched articles, marketing and finance organic blog posts and general contents that aligns with brand’s voice and messaging.

**AREAS OF EXPERTISE**

Editorial Strategy | Team work | Journalism | Data Analysis | Article writing | Web3 | Cryptocurrency | Research | Conversational writing skills | Search Engine Optimization | Public policy | Research Experience |

**WORK EXPERIENCE**

**Freelance Content Writer and Copywriter** – Jobshow int. London, United Kingdom. Oct 2022 - Date

* Created automated email campaigns that are organizational, behavioral and engagement oriented that were sent to a segment of 5+ thousand users.
* Increased SEO traffic from 12% to well over 48%.
* Oversaw all aspects of landing page creation, from copywriting to constant Conversion rate Optimization through data driven A/B tests.
* Worked in a fast-paced environment and delivered engaging contents written with best practices
* Wrote exceptional contents for Company’s website and oversaw editorial needs of the company.

**Content Marketing Head and Copywriter** – Dias Infotech, New Delhi India.

July 2022 - Oct 2022

* Carried out direct email campaign that focused on clients lived experience which improved visibility by over 13% as measured by recorded monthly sales and public opinion.
* Produced effective B2B Marketing relationship of the firm and other affiliate businesses.
* Produced research based friendly user manual that meet client’s ability and headed the editorial board of the firm.
* Proposed and introduced customer feedback initiative that improved sales by over 34% as measured by the financial department’s audit.

**Copywriter and Content writer** – Farnizo, Enugu, Nigeria Sept 2018 - Aug 2021

* Wrote compelling articles that increased customers by 43% as measured by monthly audits.
* Initiated the clientele support initiative that improved which in turn increased revenue by 53% YOY.
* Worked with management to improve the clientele email list.

**SKILLS**

Media | Cryptocurrency | Data analysis | Financial regulation | CBDCs | Journalism | Web3 | Decentralized Finance | SEO | Research | Economics |

**EDUCATION**

**BS.c; Human Physiology**  2022 -2026

**Olabisi Onabanjo University,** Ogun, Nigeria

* 4.65CGPA

**CERTIFICATIONS**

**Soft Skill Certification Course** – Jobberman 2021

**Agripreneurship: A Path to the Future** – YALI NETWORK 2022

**Diploma in Copywriting** \_ Master's Copywriting College. 2021