

OBINNA IKPE

DIRECT RESPONSE COPYWRITER

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A Lagos, Nigeria

W [Work Samples](#)

PROFILE SUMMARY

About 5 years of experience as a **traditional advertising copywriter** writing copy for print, TV, radio, and billboard ads & about 5 years as a **direct response copywriter** writing copy for landing pages, blogs, opt in pages, websites, social media, and emails. I have successfully crafted compelling marketing strategies that drive brand visibility and adoption. I have written for businesses in the Coaching, Solar, Recruitment, Food and Beverage, Tech, Financial Services, Automotive, Pharmaceutical, and Telecommunication industries.

EXPERIENCE

REMOTE DR COPYWRITER

Direct Response Copywriter/Strategist (September 2019 to Present)

Wrote SEO articles for a mobility tech startup and got them to the first page of Google's Search Engine Results.

Creating compelling content for email, landing pages, websites, and social media.

Conducted market research to drive marketing strategies and optimize campaign performance.

Writing SEO and direct response copy for different businesses.

TEKSIGHTEDGE (PR AGENCY) - LAGOS, NIGERIA

Creative Lead (March 2019 to August 2019)

Provided creative leadership and wrote SEO articles for **TECNO** mobile.

BLUEBIRD COMMUNICATIONS (ADVERTISING AGENCY) - LAGOS, NIGERIA

Copywriter (Assistant Manager) - June 2017 to October 2018

EDUCATION

Professional Diploma in Digital Marketing – Digital Marketing Skills Institute – 2018.

Certificate in Design Thinking for Innovation - Vega School of Brand Leadership, South Africa & Orange Academy, Lagos. – 2018

Diploma in Branding, Copywriting and Creative Strategy, Orange Academy, Lagos – 2014.

Bachelor of Arts Degree in English/Literature - Abia State University, Nigeria. (2nd Class Upper Division) – 2009.

KEY SKILLS

- COPYWRITING
- SEO CONTENT CREATION
- SALES FUNNEL CREATION
- CREATIVE DIRECTION
- RESEARCH

Wrote and produced the very successful FBN Quest Trustees Legacy Series radio show.

Helped my team win the competitive AIDSFree account pitch – a **USAID** funded project.

Worked to help my team win the badly needed TrustFund Pensions account pitch.

Assisted in creating a new creative vision for the agency as well as a corresponding agency self-promo ad campaign.

Helped the team win the FBN Quest Asset Management account pitch.

DELVV.IO - JOHANNESBURG, SOUTH AFRICA

Remote Research Consultant (October 2016 to October 2019)

Carried out research for international clients looking for local insights and gave creative direction.

MULLENLOWE LINTAS (ADVERTISING AGENCY) - LAGOS

Manager, Copy (June 2016 to June 2017)

Wrote radio, print, and billboard copy for the Unilever brands.

Crafted copy for the launch of Japanese paint Brand, **Kansai Plascon** in Nigeria.

Created marketing campaigns for Spectranet 4G LTE and the **Hollandia** brand.

FREELANCE COPYWRITER/CREATIVE STRATEGIST

(October 2015 to December 2018)

Created communication materials for the activation launch of **Pfizer's Centrum** food supplement.

Worked on the **Jim Beam Kentucky Bourbon** and **Courvoisier** brand activation and wrote communication materials.

Developed TV and radio scripts for the Swift 4G LTE Customer Care campaign.

CENTRESPREAD GREY (ADVERTISING AGENCY) – LAGOS

Copy Executive (June 2015 to September 2015)

Created brand-building content for the **KIA** range of automobiles.

Worked on a print ad campaign for Haier Thermocool's revolutionary new freezer.

Developed marketing communication for **MoneyGram**.

Crafted print and radio ads for the Airtel smartphone trade-in service and 3 in 1 smartSIM.

Wrote and oversaw the production of radio ads for the Airtel 3 in 1 smart sim and Weekly Football Betting campaign.

HARMONEE BRANDVILLE (ADVERTISING AGENCY) – LAGOS

Senior Copywriter (February 2015 to June 2015)

Worked on a product-based campaign (print, billboard, radio, TV) for **Lafarge Africa** Plc.

CAREER GOAL

- TO HELP MORE BUSINESSES STRENGTHEN THE EMOTIONAL CONNECTION WITH THEIR CUSTOMERS AND PROFITABLY FETCH NEW ONES

SOME REMOTE WORKING TOOLS I USE

- TRELLO
- CLICKUP
- SLACK
- ZOOM
- GOOGLE DRIVE
- MICROSOFT TEAMS
- TETTRA

COPYWRITING STYLE

- VERY ADAPTABLE

NICHE

- B2B
- B2C

Crafted communication for the launch of the 4th edition of the Enoch Adejare Adeboye Mathematics competition for Senior Secondary School students.

ETUODI COMMUNICATIONS (ADVERTISING AGENCY) – LAGOS **Copywriter (February 2014 – February 2015)**

Worked on a **FirstBank** print ad campaign to increase patronage of the brand's FirstMonie cashless platform.

Worked on PTV marketing communication materials and enabled the firm win the 2014 Mobile Phone Dealer of the Year Award at the Nigeria Telecoms Awards.

Worked on and won the pitch for the Keystone & FirstBank 2015 calendar.

Worked on the Turbo King Dark Ale "King's Reward promo and the 33 Export lager beer "Code of Friendship" promo simultaneously.

Crafted story concepts and copy to boost the brand equity of Consolidated Breweries and FirstBank of Nigeria Plc.

WESTGATE TECHNOLOGIES (IT FIRM) – LAGOS, NIGERIA **Marketing and Content Executive (February 2013 to January 2014)**

Managed sales on the company's online store.

Carried out up selling and cross selling to boost sales.

Launched the company's social media marketing.

Made customer feedback phone calls and corporate client-servicing visits

KEY ACCOMPLISHMENTS

✓ Increased click-through rate by 15% and reduced cost per lead by \$7 for my agency and its clients.

✓ Created an online copywriting course from scratch and successfully promoted it on social media.

✓ Early in my career, I single-handedly attended to all the copywriting needs of my ad agency and kept the clients satisfied.

REFERENCES

Available upon request.

PERSONALITY

- 50% EXTRAVERTED
- 50% INTROVERTED
- THOUGHTFUL
- POSITIVE
- PERSISTENT
- IMAGINATIVE

WORK STYLE

- PUNCTUAL
- ATTENTIVE
- DETAIL-ORIENTED
- COLLABORATIVE
- COMMUNICATIVE

HOBBIES

- LISTENING TO MUSIC
- READING
- SWIMMING
- PLAYING BILLIARDS