

Contact

Mainland, Lagos Nigeria.
2347064114983 (Work)
coterellopeyemi@gmail.com

www.linkedin.com/in/opeyemi-cotterell (LinkedIn)

Top Skills

SEO Copywriting

Storytelling

Content Strategy

Opeyemi Cotterell

Content strategist || Copywriter || Email Marketer || Humanitarian || Art Enthusiast

Summary

I'm Cotterell Opeyemi a content strategist offering outstanding skills in Copywriting, Search Engine Optimization(SEO), Social Media Marketing (SMM), and Email Marketing. As a true wordsmith, I use storytelling to increase brand awareness, generate more business page leads, and give you valuable industry content to make your client stick to your brand in the face of competitors.

I'm not just a content creator who increases brand visibility and leads I'm also a humanitarian committed to Sustainable Development Goals (SDG). So, if this resonates with your brand let me know how I can help you generate leads.

Experience

MULTIFORM ENGINEERING LIMITED

Content creator and telesales specialist

April 2023 - Present (4 months)

Abuja, Federal Capital Territory, Nigeria

Creating various types of content such as written copy and images for the company's social media; LinkedIn and Emails.

Making sales calls to prospective customers to sell Multiform Engineering Limited's services. Responsible for identifying and qualifying leads, handling objections, and closing deals over the phone.

Adhang

Content Writer and Copywriter

March 2020 - April 2023 (3 years 2 months)

Lagos, Nigeria

Writing and editing high quality content and visually impactful programs under deadline pressure with exciting, captivating, authentic approach.

Presented clients with unique copy options based on overall marketing objectives.

BrandEx Animations

Team Lead

March 2021 - October 2022 (1 year 8 months)

Lagos, Nigeria

Worked as a Team lead in coordinating visual materials, and customized brand messages to reach and capture target audience interest and drive engagement produced original, creative content for promotional videos and provided the team with resources and templates to promote social media content.

Youth Empowerment & Development Initiative (YEDI)

Youth Peer Educator

February 2017 - December 2020 (3 years 11 months)

Gbagada, Lagos.

Carried out intervention for in-school and out-of-school adolescent youths on HIV/AIDS, Gender-based violence, and sexual reproductive health topics.

Coordinated and mobilized youths for community projects.

Liaised with different districts on any next project.

Carried one-on-one interviews with participants on issues affecting them.

Youth Respondent Driven Sample Survey, MPA,

Youth Care Worker

February 2020 - May 2020 (4 months)

Lagos, Nigeria

Evaluated the needs of youth and outlined measures to address them.

Completed clear and concise documentation of youth behavior and actions.

Liaised with parents of youth and community leaders to organize youth empowerment programs and activities.

Aided with the crisis by redirecting negative behaviors and offering peer counseling.

Assisted youth with obtaining resources such as food, clothing, and shelter.

Interviewed individuals and families to assess needs and provide information resources.

Develop rapport to create a safe and trusting environment for care.

Reported child abuse in accordance with legal standards of mandatory reporters.

Technology For Development (tech4DEV),
Community Development Facilitator
January 2020 - March 2020 (3 months)
Lagos

Planned and facilitated workshops in accordance with curricula employing varied methods to maximize attendance.

Collected data on program effectiveness through surveying, data analysis, and other methods and implemented solutions for improvement.

Maintained excellent attendance record, consistently arriving to work on time.

Collaborated to identify areas in need of improvement and Implement solutions.

Advocated for program participants in the program, outlining cases and needs to program executives.

Education

University of Lagos
Bachelor's degree, Public Administration · (2019 - 2024)

Yaba College of Technology, Yaba, Lagos
Diploma of Education, Mass Communication/Media Studies · (2017)