

Emmanuella John

Copywriter /Content Creator

Highly motivated Content Creator with over 4 years of experience in over six different industries ranging from software to the financial industry. Proven track record developing engaging content and works well independently as well as collaboratively. Adept at managing multiple projects while producing successful outcomes. Proficient at cultivating and retaining key client relationships and business partnerships. Eager to utilize my transferrable skills and willingness to take on added responsibilities to meet team goals.

Work Experience

2020-08 -
2023-04

Content Creator

IVEN Digital, Lagos, Nigeria

- Developed original content through social listening and independent sources and strengthened content through proofreading and editing.
- Increased customer engagement by 10% in the first six months.
- Created articles, for the agency for a different array of clients and the agency ,while developing a brand voice and creating awareness for the agency.
- Wrote quality content for clients, enabling site visitors to quickly obtain information.
- Conducted online research to obtain relevant information and materials.

2020-02 -
2021-01

Copywriter /Content Writer

Websitechic, Lagos, Nigeria

- Customized brand message to reach and capture target audience interest and drive engagement.
- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Supported client projects from planning to on-time completion of quality deliverables.
- Confirmed compliance with regulatory standards and guidelines prior to publication.
- Developed short and long-term media outreach strategies in collaboration with cross-functional teams.

Education

2021-09 -
Current

B.Tech: Biomedical Technology

Federal University of Technology - Akure, Ondo State, Nigeria

Personal Info

Address

Ondo State, Nigeria

Phone

+2348177257018

E-mail

emmanuelajohn2017@gmail.com

Core Skills

Leadership

Content scheduling

Audience engagement

Wordpress

Digital publishing

Research

Digital channel management

Digital marketing

Adobe Creative Suite

Brand development

Copywriting

Traditional marketing

Social Media Management

Storyboarding

Microsoft Office proficiency

Work Ethic

Languages

English (Full Working Proficiency)



Excellent

Yoruba (Native Proficiency)

Portfolio /Projects

<https://drive.google.com/file/d/1c5Gv68ZumWMobzzvd9H8zyztO4jHqAQv/view?usp=drivesdk>

Certifications

2023-05	SEO - Hubspot Academy
2023-05	Content Marketing - Hubspot Academy
2022-02	Digital Marketing - Hubspot Academy
2021-04	Certified Content marketing Specialist Digital Marketer
2020-07	The Fundamentals of Digital Marketing

Interests

Networking, Travel, and Education.

References

Available Upon Request.