

Samson Godswill

Content Writer

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Professional Profile

A highly motivated and passionate Content Writer and with 2+ years of experience working independently, as well as supporting brand and marketing managers by conducting in-depth market research, writing clear and readable pieces and creating distinguished marketing campaigns. Proven ability to produce high-quality content with marketing initiatives to increase rankings and conversions.

Core Skills and Competencies

- Effective Oral and Written
- Communication Skills
- Emotional Intelligence
- Writing, Editing and Proofreading
- Sales Execution and Advertisement
- Data-driven Thinking
- Customer Relations
- Research Oriented
- Time Management
- Search Engine Optimization (SEO)

Professional Experience

CONTENT WRITER

LagosPost: October 2021 - Present

Key Responsibilities and Achievements

- Create clear, original, and relatable content
- Brainstorm and come up with content ideas
- Proofread for grammatical, typographical and other writing errors

CONTENT WRITER, EDITOR AND PROOFREADER

Various Clients: 2019 - Present

Key Responsibilities and Achievements

- Conduct research using multiple sources
- Create clear, concise and relatable content
- Ensure consistency in write-ups and texts
- Proofread for grammatical, typographical and other writing errors

FULFILMENT (SALES) OFFICER AND MARKETING ASSISTANT
Medplus Pharmacy: November 2019 – March 2021

Key Responsibilities and Achievements

- Assisted the Marketing Manager with a series of marketing campaigns, including email, print, digital and social media analysis.
- Successfully increased gross online monthly sales from N400,000 to N2,800,000 in seven months.
- Increased number of return and regular customers by 150% on average, ultimately increasing sales.
- Attended weekly strategic sales meetings and gave sales reports and analysis.

ASSISTANT TO THE PROGRAM MANAGER

Saving One Million Lives Program for Results, Osun State Ministry of Health:
September 2018 to June 2019

Key Responsibilities and Achievements

- Worked as an assistant to the State Program Manager on six focal points (Malaria, Nutrition, HIV Counselling and Testing, Family Planning, Skilled Birth Attendance, and Immunization).
- Sensitized expectant mothers and the public on the importance of immunization of new-borns and children under 5 years old to achieve polio eradication.
- Worked with a team of interns and staff, as well as working alone to achieve objectives.
- Distributed medical equipments and hospital consumables to Primary Health Care Facilities across the State.
- Attended seminars, meetings, workplan retreats and conferences.

PHARMACY ASSISTANT

iAfford Health and Wellbeing Pharmacy: March 2018 – June 2018

Key Responsibilities and Achievements

- As a pioneer staff at the pharmacy, I worked with other staff to organize campaigns and create awareness that drove leads, increased footfall and sales.
- Delivered a professional and friendly customer service experience to all customers and visitors.
- Maintained a clean and healthy working environment by following all health and safety procedures and ensuring that hygiene was always at a maximum.

Education & Qualifications

Obafemi Awolowo University: HSE Levels 1&2 (Health, Safety and Environmental Management): 2019

o Certified Safety Personnel

University of Lagos, Lagos: 2017

o B. Sc. Pharmacology, Therapeutics and Toxicology (2:1 Honours)