KUSHIMO MOTUNRAYO BUSAYO

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OBJECTIVE:

Enthusiastic and dedicated professional with three years of experience as a Social Media Manager, coupled with online certifications in copywriting. Currently pursuing advanced training in an advertising academy to excel as a professional copywriter. Seeking opportunities to leverage skills in advertising and copywriting to contribute creatively to innovative campaigns.

EXPERIENCE:

Freelance Social Media Manager | Virtual Assistants for You (online) | [Oct. 2020] - [Till Date]

- Leveraged copywriting skills to create persuasive and engaging content for various clients, resulting in increased website traffic and higher conversion rates.
- Developed brand voice guidelines and crafted engaging copy for social media, and advertisements.
- Created and curated compelling content, including text, image, and video, to promote brand identity and drive customer engagement.
- Collaborated closely with clients to understand their target audience, ensuring that content resonated effectively.

EDUCATION:

- 02 Academy | [Content Writing & Copywriting] | [September 2023]

  Comprehensive training program in advertising, focusing on advanced copywriting techniques, campaign planning, and creative strategy development.

- Bachelor Of Copywriting with Emmanuel Akpe | Online Certification | [2021]

  Developed strong copywriting skills through in-depth study and practical exercises.

SKILLS:

- Copywriting and content creation
- Social media management

- Communication skills

- Creative thinking

- Research skills

- Creative strategy development

- Collaboration and team coordination

PROJECTS AND ACHIEVEMENTS:

- Successfully managed and grew social media accounts for various clients, exceeding monthly engagement targets.
- Led a successful social media campaign that resulted in a 30% increase in engagement and a 20% rise in sales during the holiday season.

REFERENCES:

Available upon request.