

# DANMASSO OLUWATOBI PRISCA

Lagos, Nigeria | +234 909 844 3699 | danmassooluwatobi@gmail.com | linkedin.com/in/oluwatobi-prisca/

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Creative and experienced Content Writer and Editor with over 3 years of proven expertise in crafting engaging and impactful written content. Proficient in a variety of writing formats, including blog posts, articles, ebooks, and product descriptions. Committed to meeting tight deadlines, excelling both as an independent contributor and an efficient member of a team.

## WORK EXPERIENCE

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### NK ESPAND S.R.O - Czech Republic

Freelance Copywriter and Editor

January 2023 - July 2023

- Conducted comprehensive research on 450 imaginative and user-centric product descriptions spanning various industries.
- Collaborated closely with a project manager to ensure alignment with client expectations.
- Successfully delivered 450 writing projects for product descriptions, consistently meeting deadlines and adhering to all specified requirements, including meta titles and zero plagiarism standards.
- Implemented feedback all other corrections while also maintaining 100% consistency in style and tone of writing.

### SENETIC GLOBAL SERVICE - Poland.

Freelance Copywriter

November 2022- December 2022

- Produced twenty-eight (28) IT product descriptions, each comprising 350 words, through in-depth research and analysis.
- Innovatively crafted engaging headings and compelling catchphrases for all 28 product descriptions, enhancing their appeal and marketability.
- Demonstrated a keen understanding of customers' needs and identified gaps in 28 recommended topics for description creation.
- Professionally addressed and incorporated feedback for two descriptions, ensuring the maintenance of a unique and captivating writing style.

### SHACO N.G.O - Lagos, Nigeria

Content Writer and Editor

April 2020- September 2020

- Collaborated effectively with cross-functional team members to conduct interviews, extracting reader-centric insights from a minimum of 10 interviewees per month.
- Researched and wrote publications and stories across 5 distinct subjects such as politics, health, and education, contributing to the content of periodical magazine publications
- Demonstrated language proficiency by transcribing interviews captured in both Yoruba and English languages from audio to written formats.
- Thoroughly edited and refined content for polished publication.

## EDUCATION

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### Lagos State University - Ojo, Lagos, Nigeria

September, 2016 - September, 2021

- Bachelor of Arts and Education

### ACCESSION COLLEGE - Lagos, Nigeria

January, 2009 - July, 2015

- Department of Arts

## SKILLS

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### Technical Skills

- Advanced Proofreading - In-depth Research - Editing - Blogging - Writing (Experienced)

### Techniques

- Copy Editing - Web Content Writing - Compelling Copy Writing - Creative Content Development

### Tools

- Grammarly - Microsoft Suite - Google Suite