



Chidera Nwankwo

Copywriter

thecarnelian09@gmail.com
+234 814 749 3177

As a copywriter, I am passionate about solving people's problems through effective communication. With a collaborative approach, I work with teams to deliver results that meet or exceed goals. In addition to my expertise in copywriting, I also have experience as a social media manager and marketing, allowing me to bring a well-rounded perspective to any project

Professional Experience

Social Media Manager Society of Petroleum Engineers, University of Nigeria Nsukka Chapter | December 2019 - September 2020

During my time as a Social Media Manager for the Society of Petroleum Engineers UNN chapter, I was responsible for managing and creating content for the organization's Instagram and LinkedIn accounts.

- Managed and created content for the organization's Instagram and LinkedIn accounts.

- Worked closely with the organization's leadership team to create a cohesive brand identity that was reflected in all social media content

- Curated engaging content and coordinated with other members of the organization to gather information about upcoming events and initiatives

Marketing Lead Carnelian Stores | June 2022 - Present

As an ecommerce website copywriter, I crafted persuasive copy for product descriptions, email marketing campaigns, and homepage banners. Through collaboration with the marketing team, I drove traffic to the site and increased sales by creating engaging content that inspired customers to take action.

- Utilized social media platforms to increase brand awareness and engagement, resulting in increase in followers and increase in referral traffic to the website.

- Optimized the website's search engine presence through keyword research and on-page optimization, resulting in a increase in organic traffic.

- Led a team of marketing professionals in the successful execution of a multi-channel advertising campaign

Marketer Speak Better | November 2022 - Present

I was responsible for creating engaging and informative copy for the landing page and other web pages related to the product. My role also involved handling the social media handles to increase brand awareness and engage with potential customers.

- Developed and wrote engaging copy for the landing page and other web pages for Speak Better website

- Managed the company's social media handles

- Contributed to the product's positive feedback from users

Education

Bachelor of Engineering in Civil engineering University of Nigeria at Nsukka, Enugu | October 2017 - September 2022

High School certificate King's Colege at Lagos | September 2011 - September 2017

Key Skills

Copywriting

Social Media Manager

Landing page Copy

Search Engine Optimization

Ad copy

Market research

