

# JOSEPH IMAJINI

## COPYWRITER

### CONTACT

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Lagos, Nigeria

### LINKS

- [LinkedIn](#)  
[Portfolio](#)

### SKILLS

- Copywriting  
Websites copywriting  
Landing pages  
Squeeze pages  
Email marketing  
Content writing  
Blogs  
E-books  
SEO writing  
Long-form sales pages  
Effective communication

### EDUCATION

- Cross River University of Science and Technology  
Bachelors of Science  
Electrical Electronics Engineering  
2006 - 2010

### TRAININGS AND CERTIFICATIONS

- Fundamentals of Digital Marketing, [Google]  
March 2022  
Foreign Copywriting Initiative  
January 2022  
Graphic design with Canva  
October 2021  
Bachelor of Copywriting (BOC)  
May 2021

### LANGUAGES

- English 

### PROFESSIONAL SUMMARY

My 2+ years of writing experience using human psychology has given me a specialty in writing emotionally compelling and logically stimulating Facebook ad copy, lead generation ad copy, email copy, sales page, and content writing. My experience as a copywriter for different online groups also increased my skills in writing engaging content for the web. In 2022, I wrote ad copies for two online stores that generated over 37% leads and 58% leads in less than 24hrs.

### WORK EXPERIENCE

#### Copywriter/Social Media Manager

- Vicolads Homes - Lagos, Nigeria January 2023 - Present
- Wrote a full website copy, which increased users' average season duration to about 5 minutes and influenced sales growth by 7%.
  - Created highly engaging content targeted at prospects on social media channels.
  - Wrote lead generation copy.

#### Social Media Manager

- Vicolads Cinema - Lagos, Nigeria February 2021 - November 2021
- Post a new movie guide for every new week to keep followers updated.
  - Create content from movies to stimulate followers' desire to see the movies which increased engagement to over 40%.
  - Research other cinemas to ensure we stay relevant.

#### Copywriter and Marketing Strategist

- Imajini Music Academy - Lagos, Nigeria February 2018-- Present
- Responsible for creating over 17 marketing campaigns, which were both offline and online, and increased student registration by 9% annually.
  - Brainstormed and discovered a productive training niche for the children and teens, which positioned the academy as one of the most sort after-music training schools for children in the state.
  - Responsible for closing prospects with a rate of 7%.

### FREELANCE PROJECTS

- Copywriting for Franca Vincent October 2022
- Created a unique mechanism for her MLM training and wrote a lead generation ad that brought in a conversion rate of over 19%.
- Copywriting for Danrich stores September 2022
- Wrote converting Facebook Ads with a conversion rate of over 23%.
  - Trained sales representatives on online closing.