

Jacob Samuel *Direct Response Marketer*

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Profile

Through in-depth research and reasoning, I create marketing content that resonates with your target audience, clearly shows your value, and makes them buy because they become convinced that your brand and product are their best choice.

Education

Medical Rehabilitation (Occupational Therapy), 04/2017 – 05/2023 | Ife, Nigeria
Obafemi Awolowo University

Courses & Certificates

Alan Sharpe's 25-hr Copywriting Masterclass & Coaching: 01/2022 – 05/2022
2022, *Udemy* [↗](#)

Marketing In A Digital World, 11/2021 – 02/2022
Coursera | University of Illinois at Urbana-Champaign [↗](#)

Viral Marketing And How To Craft Contagious Content, 01/2022
Coursera | University of Pennsylvania [↗](#)

Email Marketing Certified, *HubSpot Academy* [↗](#) 06/2023

Skills

Language

English Speaking and Writing Skills

Soft Skills

Good Analytical Skills, Problem Solving Skills and Communication Skills...

Professional Experience

Freelance Copywriter, *Freelance* 05/2021 – present
• Customer Research
• Ads, Landing Page, Email and Sales Copy

Content Manager, *Utility Ware* [↗](#) 09/2021 – 12/2022 | Remote
• Content Writing
• SEO Management

Email Marketer, *Freelancing* 12/2021 – present | Remote
• Email Copywriting
• Email Automation

Content Writer, *Freelancing* 02/2020 – present | Remote
• SEO Blog and Website Content
• Story Writing

Interests

Reading, Playing Chess