

Chukwuma Amobi

Digital Marketing Copywriter.

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I am a results-driven Digital Marketer with three years of valuable experience in Copywriting and Content Creation. Proven ability to strategize and implement effective digital marketing campaigns that drive engagement, increase brand awareness, and generate leads.

Possessing a deep understanding of target audience behavior and trends, I consistently craft compelling and persuasive copy across various digital channels to achieve desired objectives.

Adept at leveraging SEO best practices and utilizing data analytics to optimize content performance and maximize ROI. Excellent communication and collaboration skills enable me to work seamlessly within cross-functional teams and deliver exceptional results within tight deadlines.

With a strong passion for staying updated on industry advancements and emerging trends, I am committed to delivering innovative and impactful digital marketing solutions that elevate brands to new heights.

Personal Details

Highest Level of Education: 17

Work Experience

Marketing Copywriting Consultant

Champions Pharmaceutical

January 2023 to Present

Redeveloped a Business canvas for the entire business strategy including the use of S.M.A.R.T goals.

Created marketing materials like sales pages, email campaigns, and product pages.

Measured all marketing contents with the relevant KPIs with the use of Google Analytics.

Introduced sales template for the sales team increasing sales by 35%

Re-strategize company's social calendar to improve social media posts that improved engagement by 46%.

Content Contributor

Marker Content

September 2022 to Present

I write contents such as Blogs, website copy, educative articles etc for Marker content.

Currently have 4 contents hosted on the website.

Scriptwriter and copywriter

Okike Media - Lagos

January 2015 to January 2023

Put together web pages, blogs, and social media articles.

Created lead-gen campaigns that generated 104 leads in 2weeks.(The goal was 100 in 2 weeks)

Created marketing contents for Nollywood Campus Storm.

Edited 3 sales pages, 4 Videoscripts, and 7 bogs for better clarity.

Prepared reports on the above information and reported the insights.

Copywriter

Gasfa Industries

May 2021 to February 2022

Prepared templates for email campaigns that increased revenue by 36%

Created Ads, lead-gen campaigns, and product pages for existing products.

Introduced the concept of a Business Canvas and built one for the company.

Developed SMART goals for new products and all existing products to help direct the sales path.

Junior Copywriter

Meka Foam - Onitsha

June 2020 to February 2021

Education

Certified Digital Ad Expert in Digital Marketing

Aleph Group Inc. - Dubai

April 2023 to July 2023

B2B direct response copywriter in copywriting

American Writers and Artists Institute (AWAI) - United States

February 2023 to March 2023

Certified Copywriter in Direct response copywriter

HPF Premium Program - Nigeria

August 2022 to December 2022

Bachelor's in Applied Biochemistry

Nnamdi Azikiwe University - Awka

September 2012 to December 2016

Skills

- Content writer
- Email copywriting
- Search Engine Optimization (SEO)
- Blogging
- Copywriting
- Digital Marketing

- Email Marketing
- Social Media Management
- Google Analytics

Languages

- English - Fluent

Links

<http://www.linkedin.com/in/chukwuma-amobi-63360a127>

<https://linktr.ee/rampota>

<https://twitter.com/Chukwum76693084?t=7v-rgXgUByN6QLTXPoABaA&s=09>

Certifications and Licenses

Digital Ad Expert Certificate

July 2023 to Present

This is a Digital Marketing Certificate issued by Aleph Group Inc. for completing a three month course on digital marketing.

The course covers everything about digital marketing, the use of all social media ad managers to run ads, and also the use of Google Analytics/spreadsheets to interpret relevant metrics.

Google Analytics Certification

July 2023 to July 2024

This is a Google Analytics certificate issued by Google.

LinkedIn Marketing Fundamentals

June 2023 to June 2025

This is a certificate issued by LinkedIn Marketing Labs.

Assessments

Attention to detail — Proficient

January 2023

Identifying differences in materials, following instructions, and detecting details among distracting information

Full results: [Proficient](#)

Sales skills — Familiar

January 2023

Influencing and negotiating with customers

Full results: [Familiar](#)

Written communication — Proficient

December 2022

Best practices for writing, including grammar, style, clarity, and brevity

Full results: [Proficient](#)

Proofreading — Completed

December 2022

Finding and correcting errors in written texts

Full results: [Completed](#)

Sales skills — Proficient

January 2023

Influencing and negotiating with customers

Full results: [Proficient](#)

Social media — Proficient

February 2023

Knowledge of social media techniques and analytics interpretation

Full results: [Proficient](#)

Customer focus & orientation — Completed

February 2023

Responding to customer situations with sensitivity

Full results: [Completed](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.