

Ademoye Nafeesat Abisola

Phone: 08132627211 | Email: nafeesat1441@gmail.com | Location: Abeokuta, Ogun State

Objective:

Experienced and versatile Content and Copy Writer with a proven track record in creating compelling and engaging written materials. Passionate about delivering impactful messages and building brand identity through expertly crafted content and copy.

Work Experience:

Content and Copy Writer

Dunnis Online Stores, 2019 - 2023

- Crafted persuasive product descriptions, captivating ad copy, and informative articles that drove sales and increased brand recognition.
- Collaborated with marketing teams to develop targeted content strategies that resonated with the target audience.

Proofreader

Dexterous Digital, 2020 - 2021

- Ensured the clarity, coherence, and accuracy of written content through meticulous proofreading and editing.

Content Creation Specialist

Shoe sensation Abeokuta Ogun State 2021-2022

- Produced high-quality content across various platforms, including articles, blog posts, and press releases.
- Developed engaging and innovative content ideas that aligned with the company's brand and goals.

Sales Manager

Olorire Ventures, Ibadan, 2010 - 2015

- Strategically managed sales teams, exceeding targets through persuasive written communication and relationship-building.
- Created compelling sales collateral and proposals that effectively communicated value propositions to clients.

Education:

HND in Mass Communication

Moshood Abiola Polytechnic, Abeokuta, Ogun State, 2013 - 2015

OND in Mass Communication

Abeokuta, Ogun State, 2010 - 2012

Skills:

- Content Creation: Proficient in producing persuasive product descriptions, engaging ad copy, articles, and press releases.
- Copywriting: Skilled in crafting compelling and impactful copy that resonates with the target audience.
- Editing & Proofreading: Detail-oriented approach to ensure high-quality written material.
- Communication: Strong verbal and written communication skills to convey complex ideas effectively.
- Content Strategy: Experience in developing content strategies that align with brand identity and audience needs.
- CRM Systems: Familiarity with Salesforce and HubSpot CRM for effective organization and communication.
- MS Word and Excel: Proficient in using Microsoft Office tools for document creation and organization.

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