

# NNADOZIE-ADOM CHARLES



+234 91303942079

charlesccna018@gmail.com

SENIOR COPYWRITER || CONTENT WRITER

Meticulous Copywriter offering 5-years experience developing specific targeted short and long form campaigns, editing posts and conducting keyword research. I have partnered with national and international teams and displayed impeccable communication and in-depth comprehension of marketing and consumer psychology. Motivated and with a proven capacity to deliver on marketing goals and clients satisfaction. Computer savvy and superior software knowledge. Looking to use my proven skills to increase the sales and reach of your organization.

## EDUCATION

UNIVERSITY OF LAGOS, B.SC. MARINE BIOLOGY 2016 - 2020

### OTHER CERTIFICATIONS

PRINCIPLES OF COPYWRITING [CURSA]

EMAIL COPYWRITING [UDEMY]

SCRIPT WRITING (TAFTA)

COPYWRITING [SIMPLILEARN]

CERTIFIED DIGITAL MARKETER [Google]

MARKETING [CURSA]

NYSC (Federal Ministry of Health)

## WORK EXPERIENCE

### Senior Copywriter | PRECISE LIGHTING

- Generated marketing campaigns that have brought up to **78.9 million Naira (\$171,521.73)** in sales in 3 months
- I initiated projects for the company co-working space to create awareness of its existence and gained the needed authorization to initiate planning.
- Evaluated project requirements and content standards for each project to produce copy in line with creative structure.
- Crafted original copy and copy templates from scratch to set a consistent brand voice.
- Developed ad script and over 200 tag phrase for ad campaigns and web copies that lead to sales in 2 weeks or less
- Designed proposals and Template for presentations and product description.

### Senior Copywriter | BELLA MAI DESIGNS

- Generated marketing campaigns that have brought up to **31.2 million Naira (\$65,217.39)** in sales in 1-2 months
- Collaborated with Digital marketing manager in developing quality SEO targeted content and high-performing campaigns.
- Provided writing structure and upgraded the engagement rate in all social media platforms.
- Develop content marketing calendar to target primary and secondary audiences leading to increase in sales.
- Developed a working strategy to that increased instagram followers by 1-2k in a period of 1 month



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## Copywriter | Etu Odi Communications

- Developed and executed highly effective copywriting strategies for various advertising campaigns, resulting in increased brand awareness and improved customer engagement.
- Created compelling and persuasive copy across multiple platforms, including print, digital, and social media, effectively conveying the client's message and driving desired actions.
- Collaborated closely with art directors, designers, and account managers to ensure cohesive and impactful creative concepts, consistently meeting or exceeding client expectations.
- Demonstrated a strong understanding of target audiences and market trends, tailoring copy to resonate with specific demographics and consistently delivering relevant and compelling content.
- Successfully managed multiple projects simultaneously, meeting tight deadlines and maintaining a high level of accuracy and attention to detail in all deliverables.

## Contract Copywriter | National Today (Top Agency)

USA, Texas

- Collaborated with international partners in developing quality SEO targeted content and high-performing campaigns.
- Provided writing support in fast-paced environment for variety of public-facing materials.
- Develop original content through social listening and independent sources.
- Developed long form copy of 7000 words weekly for international and local audience.

## OTHER ACHIEVEMENTS

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- Elected welfare secretary for Student Organization in 2019
- Sweep foundation volunteer for waste in the city campaign.
- Professor Ogundipe Innovative Challenge (POIC) Team member of Partnership & Resource Mobilization
- **Cadet** Federal Road Service Corp

## KEY SKILLS

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- Organization Skills
- Skilled with Point of organization software
- Communication
- Team Player
- Excellent interpersonal skills
- Time management
- Keen-eye-to detail
- Top-notch creativity

(Microsoft office & tools, Google sheets, Google docs, Wordpress, Mailchimp, Funnelytics, Google Analytics, Magento)