

GOODNESS SHITTU DAMILOLA

Creative Content Writer and Strategist

Lagos, Lagos State 100001

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A fast-growing content writer with the main aim of creating content tailored towards audience acquisition and retention. Armed with grit and tenacity for steady growth and proven results generated with over two years of experience in the field.

Proven, serial and excellent freelance writer with proficiency in poems, lifestyle and creative writing, culture, YouTube script writing and marketing. To boost my content writing prowess, I have taken extensive studies on market research, blogging, and SEO.

Work Experience

Copywriter

The Bees Digital Agency - Abeokuta

September 2023 to Present

- I create, curate, develop and market copy for effective growth in sales and loyalty of the company.
- I create relevant and relatable social media content in line with brand's mission.

Content writer and Copywriter

DIY Collective - Lagos

March 2023 to Present

- Contributing to the content ideation and copywriting for effective audience engagement and brand visibility.
- Creating relevant and relatable social media content in line with brand's mission.

Junior Social Media Marketer

Jassper Enterprise - Abeokuta, Ogun State.

December 2021 to Present

- I help in ensuring company's growth and generating leads.
- I help to create, curate, develop and market content for effective growth in sales and loyalty of the company.
- I extensively handle social media pages for the company.
- Timely correspondence to inquiries and direct messages on Instagram and Twitter.
- Primed the bio and highlights section to help audience have a smooth experience of the brand's purpose.

Content Writer

Ogun Digital Summit - Abeokuta

April 2022 to October 2023

- Contributed in creating and curating brand content for the event.
- Developed marketing strategies that aided brand awareness.

Content Writer

Tech Summit Ogun -2022 - Abeokuta, Ogun

February 2022 to February 2022

- Contributed in creating and curating brand content for the event.
- Crafted captions to give audience a smooth experience of brand's mission.

Content creator

Breate Global - Abeokuta, Ogun
July 2021 to December 2021

- Deployed marketing strategies, increased members acquisition.
- Crafted social media content to increase visibility and ensure audience loyalty

Education

Undergraduate in Civil Engineering

Federal University Of Agriculture Abeokuta - Abẹ̀òkúta, Ogun state.
April 2018 to Present

Skills

- Copywriting and Content Marketing (2 years)
- Creative content writing (3 years)
- Social Media Management (2 years)
- Communication skills
- Resource and time management
- Market research

Languages

- English - Expert

Links

<https://drive.google.com/folderview?id=1Up6g-tOMVlg0FbNnmTPVgyc9gv7nQ6OS>

<https://linktr.ee/dammyshittu>

<https://www.linkedin.com/in/goodness-shittu>

Certifications and Licenses

Tech Summit Ogun 2022– Content Writer

February 2022 to Present

Sidehustle Intership– Content Creator

September 2021 to Present

Jobberman Soft Skills Training

March 2021 to Present

Ogun Digital Summit-2023

October 2023 to Present