

# ISOJE AGNES

## Content Specialist

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For years, I have researched and created content that generated a lot of interest both online and offline. I tell excellent stories with my content and I do it efficiently and effectively. I am a highly motivated content specialist/copywriter with proven track record in developing engaging content. I work well independently as well as collaboratively and I am adept at managing multiple projects while producing successful outcomes. I have a keen eye for detail and passion for crafting stories. I am skilled in utilizing new techniques and keeping up with latest trends in writing.

## Experience

### ● Senior Content Specialist

*2018 - Current*

- Research and create original articles from daily trending issues
- Create original opinion, fiction and non-fiction pieces for the enrichment of content on the application
- In charge of curating text, audio and video, for the live commentary team
- Curates and launches push notifications daily to ensure that Daily Active Users (DAU) and Click Through Rates (CTR) figures increase daily on the application
- Provide necessary voice-overs to enrich the video section of the application
- In charge of intern development which includes monitoring of intern articles and their overall development
- Assists with social media by providing catchy captions and riveting headlines to be featured on Twitter, Instagram and Facebook posts
- Involved in marketing and brand awareness that help improve the application's rating on the Google play store
- Work hand in hand with the business development team to foster partnerships with desired brands and businesses to further improve the diversity of the application
- Editing, reviewing and training freelance writers.

### ● Copywriter (Contract) - PZ Cussons - Joy Soap

*April - June 2023*

- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Developed short and long-term media outreach strategies in collaboration with cross-functional teams.
- Provided editorial guidance to facilitate delivery of top-quality content.
- Reviewed and edited final copy for accuracy and to correct grammar errors.
- Researched and wrote news stories, articles and reviews for online publications.
- Wrote 1000 Joy Girl stories

## ● **Media & Communications Secretary - Catbol Media**

*July 2017 - May 2018*

- Managing communication contents (advertisements, press releases, internal memoranda, and others as may be necessary) for client companies
- Client accounts management – I manage client accounts and I ensure they are satisfied with services delivered
- Writing scripts for video and audio documentaries both for Catbol and for client organisations
- Writing articles and biographies
- Conducting interviews
- Creating and developing scripts for advertorials for client companies.

## ● **Social Media Manager - Office Of The Senior Special Adviser, For Media & Communications To The Kwara State Governor**

*July 2017 - May 2018*

- Social media operations – Writing the social media contents for the state
- Writing articles for presentation both at office and state levels
- Writing scripts for video, audio and other presentations.

## **Education**

- Content Marketing - Hubspot (July 2023)
- Digital Marketing - Virals&Signals Agency (July 2023)
- Copywriting - Crush-it-Copywriting Academy (January 2022)
- Basic Presentation - National Broadcast Academy (October 2015)
- LLB. Law - University of Benin (2011)

## **Skills**

- Copywriting, Editing and Review
- Communication skills
- Research skills
- Email Marketing
- Proficiency in Microsoft Word and Excel
- Strategic Content Planning
- Online Content Development
- Search Engine Optimization Expertise
- Digital Marketing