



ABIDEEN DISU

Digital Marketing/content Writer



Contact

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Professional Summary

- A talented professional writer good at multitasking, organizational and verbal and written communication skills. Expertise includes writing content on topics diverse topics and for use in different media. Seeking an opportunity to apply my skills in crafting compelling content and executing effective digital marketing strategies to drive engagement and growth.



Work History

2020-10 -
Current

- **Digital Marketer**
Pearls Comely LTD, Lagos
 - Drove email acquisition and marketing campaigns to support key business initiatives across account management, new business development and customer experience.
 - Assisted in the creation of E-mail marketing campaigns, resulting in a 15% increase in click-through rates.
 - Measured and report performance of all digital marketing campaigns, and assessed against ROI and KPIs quarterly.
 - Tracked and capitalized on emerging industry trends to boost campaign performance.
 - Managed social media accounts for clients, generating interest for existing and upcoming product release.
 - Managed marketing campaigns to cultivate brand awareness and drive website traffic

2019-11 -
2023-05

- **Content Writer(virtual)**

Punch Drunk Sports

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and



Skills

Content marketing

Communication and writing skills

SEO proficiency

Adobe Creative Suite proficiency

Canva

Content Strategy

Copywriting

Wordpress

Content Writing

Microsoft Office



Languages

English

Yoruba

error-free content.

- Conducted interviews with subject matter experts to generate topics.
- Chose cover photography or artwork, selected fonts and arranged designs to attract target readership.
- Composed original written material for various types of publications and submitted for approval by Editor.
- Customized brand message to reach and capture target audience interest and drive engagement.

2022-11 -
2023-02

● **Freelance Content Writer**

Tdpel Media, Lagos

- Created concise, eye-catching headlines and copy on Entertainment, Politics and Sports topics.
- Strengthened content by thoroughly editing and proofreading content four times prior to submission.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.
- Completed thorough research into assigned topics.
- Monitored competitor content to identify areas for improvement in client campaigns.
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.

2015-06 -
2018-10

● **Digital Marketer**

Vividmotion LTD, Kwara state

- Collaborated with internal departments to build digital experiences and achieve marketing goals.
- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.
- Tracked and capitalized on emerging industry

trends to boost campaign performance.

- Monitored return on investment of online and social media marketing efforts.

2014-03 -
2015-06

● **Digital Marketing Intern**

Simplimove, Kwara State

- Created engaging content for Pinterest, Facebook, and Instagram.
- Executed consistent online messaging across various social media verticals.
- Assisted in managing corporate social media channels.
- Contributed to mock-ups, email campaigns, and social media content.
- Sat with marketing team members to learn new tasks and determine best tactics for solving challenges.



Education

2013-10 -
2019-08

● **Bachelor of Education: Educational Management**

University of Ilorin - Kwara , Nigeria

2012-10 -
2013-10

● **National Diploma: Mass Communications**

Lagos State Polytechnic - Lagos , Nigeria