

# Faith Nwaubani

Dedicated and results-oriented Growth Hacker with 4 years of hands-on experience in content marketing and copywriting. Excited to explore focused opportunities and contribute to business success through creative solutions.

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## EXPERIENCE

### Wema Bank, Lagos— Customer Engagement Manager

March 2023 - Till Date

- Stepped into the role of a creative director, guiding the engagement team to craft materials that significantly enhanced customer interaction.
- Initiated campaigns, content, and creative strategies that yielded remarkable results:
- **Increased Monthly Transactions and Product Adoption:** A substantial boost in monthly transaction volumes and product adoption resulted.
- **Enhanced Engagement Metrics:** Elevated weekend engagement and PNS open rates by an impressive average of 10% within 3 months.
- **Optimised Email Templates:** Devised innovative email templates positively impacting customer recency and frequency.
- **Efficient IVR Implementation:** Successfully implemented an IVR campaign, leading to a 30% reduction in call volumes for ALAT PIN & password reset and a 10% decrease for Account Balance queries at the contact centre.
- **Streamlined Creative Design Processes:** Optimised creative design workflows, reducing SLA to 48 hours after assignment. This resulted in improved delivery times and a higher completion rate for requests.

### Prolanz Digital Agency, Lagos— Content Manager (Contract)

JANUARY 2023 - JANUARY 2023

- Ideated social media content for B2C brands
- Collaborating with videographers, content writers, digital marketers and graphic designers to create compelling copy that increases website and social media traffic
- Proofreading and editing copy/content before publishing
- Developing and managing strategy for business growth

### VoyanceHQ, Lagos— SaaS Copywriter (Remote)

AUGUST 2022 - OCTOBER 2022

- Wrote website copy to increase sales for B2B2C products
- Collaborated with product designers and managers to create cohesive and compelling copy to increase website traffic

## SKILLS

Content Design (Figma/Canva/Webflow)

Content Management Systems  
(WordPress/NETCORE)

HR and People Management

Social Media Management

Analytics and Insights

Content Strategy

Email Marketing

Copywriting

Leadership

Speaking

## EDUCATION

University of Agriculture, Abeokuta, 2019.  
Aquaculture and Fisheries Management

First Global Computer College, 2014.  
Diploma in Desktop Publishing and  
Computer Engineering

## CERTIFICATIONS

Copywriting for Social Media, 2022.  
LinkedIn Learning

Product Design Program, 2021.  
Tech4Dev

Human Resources Program, 2021.  
General Electric

Project Management Specialisation, 2020  
Coursera

Content Repurposing, 2020  
HubSpot

Preparing to Manage Human Resources,

### **Foxillas, Florida— *Marketing Copywriter (Remote)***

MAY 2022 - JULY 2022

- Designed and optimised copy for social media, websites, and landing pages
- Monitored and proofread social media copy.

### **7even Interactive, Lagos— *Copywriter Intern***

MARCH 2022 - MARCH 2022

- Improved social media engagement for clients through effective copywriting
- Generated more engagement through the implementation of content pillars

### **Sabi Writers, Lagos— *Resident Writer***

SEPTEMBER 2020 - FEBRUARY 2022

- Created successful social media campaigns for clients, resulting in a 15% increase in engagement and website traffic
- Developed and implemented content calendars that aligned with client's business goals and helped to drive brand awareness and sales
- Collaborated with graphic designers to create eye-catching social media designs that increased conversions by 20%
- Provided a range of writing and content creation services for clients in the FMCG, oil and gas, agriculture, and e-commerce sectors

### **Ministry of Women and Children Affairs, Gusau— *Educator***

SEPTEMBER 2019 - JULY 2020

- Improved student performance in mathematics and computer studies by 50% through effective teaching methods
- Developed a performance appraisal system to track student progress
- Provided educational support in mathematics and computer studies to students in need

### **ContentMania, Lagos — *Remote Writer***

APRIL 2019 - APRIL 2020

- Successfully converted 85% of first-time clients into returning clients through high-quality content writing
- Created SEO content that ranked on Google's first page, driving traffic and visibility for clients
- Provided exceptional B2C and B2B content for local and international clients to support their business goals

### **Aquatic Hub Afrique, Abeokuta — *Team Lead (SIWES)***

AUGUST 2017 - MARCH 2018

- Led a team that increased sales by 15% through the successful packaging, marketing, and distribution of aquatic products
- Improved efficiency by 10% through process improvements in fish processing and production operations

2019. Coursera

## **PROJECTS**

### **Project Lead, 2020 | D'Cuisine**

Demonstrated strong HR management skills by successfully managing a catering service and achieving high levels of customer satisfaction

### **Customer Support, 2019 | TEA**

Provided exceptional customer support at TEA, keeping prospects informed and up-to-date on developments

### **Strategy Member, 2019 | The Great Minds**

Contributed to the successful planning and execution of an oratory competition

- Developed a successful branding and distribution strategy that increased brand awareness and customer loyalty
- Utilised strong interpersonal skills to build customer relationships and drive sales