

Faith Nwaubani

Lifecycle Engagement Manager

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Content Marketing Generalist with experience developing integrated marketing campaigns that drive brand awareness and achieve business objectives. Proficient in conducting A/B testing and driving efficient product marketing strategy that generates leads and conversions.

SKILLS

Copywriting, Customer Lifecycle Management, Product Marketing, Content Development Strategy and Design, Email Design, Marketing Knowledge, Segmentation, SEO, Researching, Communication, Collaboration

TOOLS

Netcore CRM, Excel, WordPress, Hemmingway, Canva, Figma, Adobe Dreamweaver, HTML, Amplified HTML, MoEngage

EXPERIENCE

Wema Bank | Lagos, Nigeria - *Senior Copywriter/Lifecycle Engagement Manager*

MARCH 2023 - PRESENT

- Ideated compelling marketing strategies and persuasive email and push notification (PNS) copy for a new product, which resulted in a 50% increase in monthly sales.
- Led the creative designers to produce relatable and result-driven creatives (designs and email templates)
- Wrote email copy and executed a gamification campaign that converted 10% of churn customers into active and transacting customers with over 5,000,000 NGN transaction counts.
- Implemented A/B testing and data analysis to optimise copy and messaging, resulting in a 15% increase in conversion rates and a 10% decrease in bounce rates.
- Developed and executed a comprehensive content strategy for the retail team, resulting in a 25% increase in account reactivation and a 15% increase in sales.
- Collaborated with designers and product marketers to create effective email campaigns and automated journeys.
- Used question-based subject lines and AMP emails to drive a 30% increase in open rates and a 10% increase in click-through rates.
- Incorporated AMP emails to improve our data collection process and quality, ensuring intelligent engagement.

Prolanz Digitals | Lagos, Nigeria - *Content Manager*

JANUARY 2023 - JANUARY 2023

- Led the ideation and creation of marketing strategies that drove online traction by 50% for Prolanz (B2B) and B2C brands like Classic MakeUp.
- Developed and executed a content marketing strategy, resulting in a 30% increase in website traffic and a 20% increase in lead generation.

VoyanceHQ | Lagos, Nigeria - *Web Copywriter*

AUGUST 2022 - OCTOBER 2022

- Crafted compelling, persuasive web copy, contributing to a 20% increase in average web traffic.

Foxillas | Florida, United States - *Marketing Copywriter*

MAY 2022 - JULY 2022

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

Sabi Writers | Lagos, Nigeria - *Content Writer*

SEPTEMBER 2020 - FEBRUARY 2022

- Wrote and edited engaging copy for various mediums, including email campaigns, social media posts, and website landing pages, resulting in a 15% increase in conversion rates.
- Collaborated with designers and marketing team members to create visually appealing and effective marketing materials, including brochures, flyers, and product sheets.

ContentMania | Lagos, Nigeria - *Content 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.

EDUCATION

Federal University of Agriculture, Abeokuta - *Bachelor of Science (2013 - 2019)*

CERTIFICATION

Digital Transformation | Coursera, 2023

Introduction to Data Analytics | Coursera, 2023

Copywriting for Social Media | LinkedIn, 2022

Human Resources Program | General Electric, 2021

Product Design Program | Tech4Dev, 2021

Project Management Specialisation | Coursera, 2020

Content Repurposing | Hubspot, 2020