Oku Cobham

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Summary

Yes. I'm copy-savvy.

I am passionate about connecting businesses to their audiences through authentic content. I specialize in crafting SEO-friendly articles, engaging social media copy, and compelling email content.

Feel free to reach out for any of your marketing writing needs.

Experience

Freelance Health Content Writer
Viedial Healthcare
Mar 2022 - Present (1 year 11 months)
**Conducted comprehensive SEO keyword research on industry-related subjects to generate innovative content ideas.

**Applied exceptional creative writing skills to simplify intricate health topics, ensuring accessibility and engagement for Viedial's diverse audience.

**Created compelling video scripts tailored for Viedial's Digital Marketing campaigns, ensuring alignment with brand messaging and maximizing viewer impact.

Creative Copywriter
Saksdale International
Aug 2023 - Dec 2023 (5 months)
** Handled a diverse range of creative writing projects, including but not limited to pitch decks, proposals, and email campaigns.

**Crafted captivating pitch decks, securing 40% more approvals and funding through compelling storytelling and visuals.

**Produced persuasive proposals, contributing to an excellent increase in acceptance rates through strategic communication.

Ads Specialist
Klarecon
Mar 2022 - Nov 2023 (1 year 9 months)
** Researched target audiences and competitors to craft original, clear copy, yielding a 22% CTR increase in the first month.

**Managed a team of 5 Junior Copywriters, consistently meeting or exceeding monthly business targets for clients.

**Ensured seamless coordination for project success and enhanced client satisfaction.

**Utilized top-tier copy editing skills to create error-free ad copies, guaranteeing grammatical accuracy, tone consistency, and brand guideline adherence.

**Enhanced the professionalism and effectiveness of advertising materials.

Freelance Writer
Carvry
May 2023 - Aug 2023 (4 months)
**Created a comprehensive content strategy to align with brand objectives and target audience.

**Conducted keyword research, implemented on-page SEO best practices, and contributed to improved search engine rankings, significantly enhancing the online visibility of client content.

Freelance Copywriter
Teknon.AI
Nov 2021 - Jan 2023 (1 year 3 months)
**Specialized in creating content across a wide array of industries, demonstrating adaptability and in-depth research skills.

**Implemented advanced SEO techniques to optimize content for search engines, resulting in a noticeable boost in organic traffic.

**Researched and meticulously crafted compelling digital ad copies, optimizing messaging for various online platforms.

** Successfully contributed to increased click-through rates and conversions through strategically designed ad copies.

Social Media and Email Copywriter
One Smart Star Nigeria
May 2021 - Jul 2021 (3 months)
**Developed comprehensive content calendars for social media and email campaigns, ensuring a strategic and cohesive approach to messaging.

**Designed and implemented highly effective email marketing campaigns, from attention-grabbing subject lines to persuasive body copy.

**Focused on optimizing email content for conversions, utilizing persuasive writing techniques and strategic placement of calls-to-action.

**Crafted compelling and shareable content for various social media platforms, tailoring messaging to align with brand identity and engage target audiences effectively.

Content creation intern
Side Hustle
Oct 2020 - Dec 2020 (3 months)
Remote

Licenses & Certifications

Content Marketing Foundations - LinkedIn

SEO Foundations - LinkedIn

Email Marketing - HubSpot Academy
Issued Mar 2023 - Expires Apr 2025
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Skills

Online Advertising • cars • Research Skills • Medical Writing • Scriptwriting • blog post • Proposal Writing • On-Page Optimization • English writing • B2C Marketing