Daniel AREO

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SKILLS

Skilled and innovative copywriter with 5 years of experience writing compelling cross-channel copies for newsletters, web content, press release, and advertising materials. Proficient with various communication formats including blogs, landing pages, ads, emails, and social media. Dedicated to broadening customer bases by enhancing company appeal through compelling content.

EXPERIENCE

Decacom — *Copywriter*

July 2019 - March 2022

- Created landing pages with excellent conversion rates.
- Wrote email copies for marketing campaigns.
- Used best practices for SEO writing by utilizing well-researched and well-structured keywords in all written online content forms to help promote the company and its productions.
- Wrote blogs and Twitter copies for social media marketing that combined traditional and new technological concepts.
- Enabled company to reach out to target demographics by creating lead-generating copies.
- Wrote, proofread, and uploaded blogs daily.
- Brainstormed, researched, and analyzed topics for brand development.
- Broadened the reach of the company's business by sending out newsletters to prospective clients across 50 countries globally.
- Wrote online articles that currently receive about 1million hits per month.
- Utilized content management services like WordPress for publishing blog content.

Spekless Enterprise — *Copywriter*

April 2017 - June 2019

- Published daily blogs and social media posts, website copy, and articles.
- Produced web copy for the business and wrote SEO-focused articles, which increased our web traffic by 28%.

- Wrote persuasive copy for brochures, websites, and advertisements to ensure customers were reached.
- Enabled awareness of new product offerings by writing press releases each year (one per quarter) regarding product launches.

EDUCATION

University of Ilorin — *B.A. English*

April 2015 - June 2019

TOOLS

- Hubspot
- SEMRush
- MailChimp
- Google Analytics
- WordPress CMS
- Copyscape
- Hemingway
- Headline Analyser
- Read-able
- Ahrefs
- LongTailPro
- Facebook Ads Library