

# RAPHAEL IBRAHIM

CONTENT WRITER - B2B & SAAS,  
ECOMMERCE & TECH

 [Portfolio](#)

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## EXPERIENCE

### Copywriter

Strategy Mesh  
Nashville, Tennessee

**Dec 2021 - Jul 2022**

- Authored compelling content for print, web, product packaging, advertising, and marketing materials
- Produced well-written B2B & SaaS content that is SEO friendly and optimized for conversion.
- Created compelling ad copies, landing pages, and marketing campaigns for its clients.

### IT Support Specialist

GIG Logistics  
Lagos, Nigeria

**Aug 2021 - Feb 2022**

- Monitored and maintained the computer systems and networks.
- Provided customer and staff support in a timely manner to service issues and requests.
- Provided technical support across the company.

### Copywriter

Spiritwish  
Bangalore, Karnataka

**Aug 2020 - Dec 2021**

- Wrote high-quality product descriptions and provided supporting content.
- Collaborated with designers and creative teams.
- Synergised with analysts to ensure messaging was consistent across the company.
- Brainstormed, managed projects and juggled multiple deliverables.

### Content Writer

AIIESEC in Cabo Verde  
Praia, Cape Verde

**Dec 2018 - June 2019**

- Researched industry-related topics (combining online sources, interviews and studies).
- Wrote clear marketing copy to promote its global exchange products.

## ABOUT ME

Freelance writer with 3+ years of experience in delivering engaging, audience-centric content and carrying out necessary research to meet the client's requirements. Proficient in developing attention-grabbing copy with a high conversion rate and lead generation. Adept in writing blog articles, product reviews, domain descriptions and landing pages.

## REVIEWS

**Raphael offers readers exceptional insight into the value that client products will bring to their business or their life."** - Myca Van Doren, Snr Program Manager at Amazon.

**A talented copywriter who provides well-researched, easy-to-read pieces. He promptly meets deadlines and is willing to adapt to a variety of client requests and expectations with no hesitation.** - Kelly Caviness, Project manager at Strategy Mesh

## SKILLS

- Grammar and Vocabulary
- Research
- SEO and Content Strategy
- Creative Writing
- Time Management
- Written communication
- Word processing software

## EDUCATION

### University of Benin

Bachelor of Science, Chemistry

**2015 - 2019**