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# IFUNANYA NWANOKA

## Copywriter

I write emotive copies that generate sales.

As a Copywriter, I understand the importance of creating contents that resonate deeply with your target audience. I write to make your audience feel.

I am versed in writing tailored content which cuts across a variety of niches that easily speaks and addresses the needs of a specific target audience.

I am thrilled to have had the opportunity to recently create a landing page sales copy for one of the biggest Supermarkets in Nigeria, JUSTRITE for their trending mobile app which helped them generate massive downloads.

I also recently had the privilege to create a full SEO optimized landing page copy for a healthcare international brand, Proace healthcare, leveraging easy SEO tools like Wordstream and RankMath which placed them on Google's first SERP ranking for the keywords "Homecare Services US". This boosted their online visibility and also led to an influx of quality leads.

I am confident that my copywriting tricks and SEO strategies garnered over the past 6 years would be incredibly beneficial to your company.

## EDUCATION AND QUALIFICATIONS

- Bachelor of arts English and Literary Studies (**University of Nigeria, Nsukka**)
- Online Certification for **Hubspot's Content Marketing Course**
- Online Certification for **Allison's Copywriting for Conversions**
- Online Certification for **Google's Fundamentals of Digital Marketing**
- Online Certification for **The Secret Sauce of Great Writing from UDEMY.**

## WORK EXPERIENCE

**BINGREACH DIGITAL (Digital Marketing Firm)**

## Copywriter - 2022

- Created website contents for a fashion and lifestyle brand named Exquisite magazine, increasing their website traffic from an initial 8,000 visitors to a current 97, 000 visitors in 1 year. (Link to the website [www.exquisitemag.com](http://www.exquisitemag.com))
- Performed regular SEO optimization on the websites and took their website from the initial 5 million SEO ranking to 1 million.
- Created a stellar landing page copy for a mobile app for the popular Nigerian supermarket JUSTRITE which helped them generate massive downloads. (Link to the landing page <https://app.justriteonline.com>)
- Created a full website copy for a movie club website called moviesandrave. (Link to the website <https://www.moviesandrave.com>)
- Created compelling digital marketing articles for the company website, Bingreach digital. (Link to the website [www.Bingreachdigital.com](http://www.Bingreachdigital.com))
- Hosted weekly in house seminars and noticed a drastic improvement in digital marketing skills of new employees.

Links to the websites mentioned above - [www.exquisitemag.com](http://www.exquisitemag.com), [Bingreachdigital.com](http://Bingreachdigital.com), [app.justriteonline.com](https://app.justriteonline.com), [www.moviesandrave.com](http://www.moviesandrave.com))

## FARM CREDIT (Farmer Loan Investment Company)

Freelance copywriter/content writer - March 2020 till December 2022

- Conducted in-depth research on profitable Agric opportunities
- Interpreted company briefs perfectly to create engaging and compelling writing content
- Tailored messages to suit specific consumer's needs
- Wrote riveting copies for honey and a variety of other farm products
- Currently managing a telegram community of over 3000 people where I put out occasional contents to build deep relationships with consumers

## **KEY PROJECTS AND ACHIEVEMENTS**

- Created a video ad that brought in a lot of traffic to the company's website As well high ROI
- Solved previous consumer long term objections through marketing campaigns
- Increased consumer confidence and trust in the brands through consistent interactions via telegrams and other company platforms

### **LOVE LIFE HUB (Celebrity Love Life Based Company)**

#### **Remote Blog writer- 2018 Till Date**

- Created and wrote various Articles on relationships, celebrity love life and trends in the entertainment industry on a daily basis
- Gathered resources and networked with individuals for their personal stories
- Edited and published original stories on a weekly basis
- Over 70% increase in website traffic from 2020 till date

#### **Link to blog**

**[www.lovelife.ng](http://www.lovelife.ng)**

### **AGRIBUSINESS NG (Agro-based Startup)**

#### **Copywriter September 2019 till 2020**

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- Wrote copy ads for different digital products and various online paid classes
- Expertly carried out market research and consumer survey by creating and infusing google forms on email marketing copies
- Wrote short and detailed long landing pages that critically paid attention to the background, tonality and over all structure of the content to meet a targeted audience
- Single handedly spearheaded an online and offline Agric event called "4seemillions in Agribusiness" in October 1st which involved some notable names gracing the events one of them being the current Commissioner of Agriculture.
- Drafted official persuasive letters to top restaurants and fast food for interpersonal relationships.

## **KEY PROJECTS AND ACHIEVEMENTS**

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- Increased company's visibility through writing stellar invitation letter to the commissioner of Agriculture whose visit put the company's name on a wider social media radar.
- Massively increased registrations on Eventbrite through keyword optimization, catchy headline tag and authentic testimonials.
- Fostered personal relationships between my company and some major food companies such as sweet sensations, Mr. Biggs etc.
- Wrote emotive emails that sold perfectly to consumer's emotions, increasing sales by over 20 percent.
- Created convincing copy messages to each customer which helped assuage their doubts during a company crisis period.
- Increased consume response and interest in company through infusing trends and spellbinding beginning lines in copies making the websites and over all contents of the brand seamless.

## **OTHER WORK EXPERIENCES**

- Contract copywriter and social media manager at SchoolsCompass.
- One off writer at BellaNaija
- Writer For Aura Magazine
- Writer for Den magazine 3 years. (Won best short story fiction piece 2017)
- Part time content writer for New Dawn, 2016.
- Freelance writer for a scholarship company Top Worldwide Marketing and Advertising.
- Script writer for KOD; created an artistic story for a photography collection.
- Freelance creative writer at Upwork and Medium.
- Decent social media presence where I put out daily writing contents. (Wallflower\_blog on Instagram)

## **KEY SKILLS AND COMPETENCE**

- Great communication skills
- Excellent SEO optimization skills
- Creative writing skills
- Multidimensional in thinking and creativity
- Detailed researcher
- Excellent book/content reviewer
- Ability to keep up with daily trend and happenings
- Proficiency in MS Word, word press, power point and MS excel
- Ability to effortlessly sell emotions through words
- Intense Critique skills

- Editing skills
- Spontaneity

**This is a link to my portfolio to view some of my works**

**<https://www.clippings.me/ifunanyanwanoka>**

[References are available at request.](#)