

Sam Daodu

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SUMMARY

Accomplished Content Writer and Copywriter skilled in crafting persuasive narratives and engaging digital content for leading brands. Proficient in SEO optimization to enhance brand visibility and audience engagement.

EXPERIENCE

Content Writer & Copywriter

Upwork

August 2021 - Present, Freelance

- Wrote 500+ engaging articles that adhered to SEO style guides and met the 700-word count metric for each project, receiving 5-star reviews from clients.
- Created compelling copies for the landing pages of websites for over 50 clients, helping them reduce bounce rate by 70% and increasing site engagement by over 100%.
- Assisted over 20 startups to create a greater online presence via website Search Engine Optimization (SEO) and social media profiles—client Facebook pages, Instagram pages and reels, and Twitter feeds—boosting their sales by 60%.
- Published over 1,000 articles and blogs for diverse clients, helping them reach target audiences and prompting desired action.
- Generated over 5K backlinks by writing articles on crypto, finance, health, lifestyle, real estate, etc.
- Reduced plagiarism by 100% by editing copies for spelling, grammar, and style; fact-checked content to also ensure accuracy of facts and consistency with the brand's voice.

Copywriter

FINPR, United Arab Emirates

March 2023 - October 2023, Freelance

- Curated content marketing strategies that increased presale token sales by more than 300%.
- Wrote over 1,000 PR articles, reached over 10K target audience, and converted 90% to paying customers.
- Researched and wrote thought-provoking copies for presale projects, maximizing sales by 80%.
- Collaborated with the marketing department, brainstormed on over 3,000 catchy topics and headlines, and wrote engaging copies, which increased presale token sales by 300%.

SEO Content Writer

BusinessesForSale.com, United Kingdom

March 2022 - August 2023, Remote

- Wrote 2 blogs and 2 guides monthly on franchising for business listing websites in Canada and the UK.
- Crafted and optimized title tags, meta tags, and meta descriptions that boosted website click-throughs on search engines by 45%.
- Established link-building networks to promote company content, resulting in 32% more website visitors and 34% higher conversion rates.
- Collaborated with the content manager to identify the target audience and set measurable goals that improved brand awareness by 62%.

Content Writer

FINAY (MUSIC WEB3 COMPANY), United States

April 2022 - March 2023, Remote

- Revamped website pages and email interaction, increasing customer engagement by up to 80%.
- Provided 5 blog articles weekly for the company increasing engagements by 50%.
- Published over 80 pieces of articles spanning NFTs, Web3, Blockchain, extensibility, and security.
- Crafted a compelling whitepaper for Finay, decimating the project's vision, use case, and tokenomics.

EDUCATION & CERTIFICATION

Certifications in Writing & Marketing. Certifications in Crypto, DeFi, Blockchain & Web3

LinkedIn • 2023

Bachelor's degree, Industrial and Production Engineering

University of Ibadan • 2018

Certifications in Writing. Certifications in NFT & Web3

Udemy • 2018

SKILLS

• Content Writing • SEO • Technical Writing • WordPress • Blogging • SEO Copywriting • Content Management • Social Media Marketing • Copy Editing • Copywriting • Content Development • Proofreading • Research • Article Writing • Content Marketing