

Ishola Joseph

Email Copywriter & SEO Writer | Specialist in High-Converting Campaigns



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👤 PROFILE

I am an Email Copywriter and SEO Writer with a focus on creating high-converting email campaigns and SEO-optimized content that boosts engagement and drives sales. My skills can help your company increase conversions, improve search rankings, and enhance customer loyalty through strategic, results-driven writing.

📁 PROFESSIONAL EXPERIENCE

EpiGlow
Copywriter
2024 | New York, USA

- Email Copywriter | EpiGlow April 2024 – Present
- Developed and executed high-converting email campaigns for EpiGlow's skincare line.
 - Increased open rates by 30% and boosted conversion rates by 20% through compelling copy and targeted messaging.
 - Integrated customer testimonials and effective calls-to-action, leading to improved engagement and sales.
 - Collaborated with the marketing team to ensure email strategies aligned with overall brand objectives and optimized campaign performance.

🧠 SKILLS

Project Management: Ability to manage multiple projects and deadlines effectively. Social Media Marketing: Experience in creating and managing content for social media platforms. Communication: Strong verbal and written communication skills for collaborating with teams and clients. Research Skills: Ability to conduct thorough research and synthesize information effectively.

🌐 LANGUAGES

- English ●●●●●
- Yoruba ●●●●●

🎓 EDUCATION

Bachelor of Medicine, Bachelor of Surgery (MBBS) – In Progress
University of Abuja
Abuja, Nigeria

University of Abuja, Abuja, Nigeria
Bachelor of Medicine, Bachelor of Surgery (MBBS) – In Progress
September 2024 – Present

- Currently studying Biochemistry with plans to transition to Medicine and Surgery.
- Focused on building a strong foundation in health sciences to support my goal of specializing in neurosurgery.