

Paul O Jegede

Content Copywriter | Social Media Manager

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Summary

Creative, performing-driven content Copywriter with over 3+ years' experience in producing high-converting, SEO-optimized content across blogs, landing pages, email campaigns, and social media platforms. Proven track record of increasing brand visibility, driving audience engagement, and boosting conversion rates. Proficient in brand storytelling, content strategy, persuasive messaging, and digital marketing for both B2B and B2C audiences. Skilled in collaborating with cross-functional teams, managing multiple deadlines, and delivering content that exceeds client expectations. Available for immediate freelance and contract opportunities.

Experience

Content Copywriter

Sep 2023 - Present

Nature's Renaissance International LTD
Nigeria

Spearheaded product description copywriting, leveraging customer-centric messaging to drive online sales by 30% increase within 6 months. Managed and scheduled content for multiple social media platforms (Instagram, Facebook, LinkedIn, Twitter), resulting in a 40% boost in audience engagement and follower growth. Implemented on-page and off-page SEO strategies for over 10 clients, significantly improving search engine rankings, organic traffic, and keyword visibility across various industries.

Social Media Manager

May 2022 - Jun 2023

James Jatta Health and Wellness

Developed and executed creative content strategies that drove audience engagement and significantly increased organic reach across social media platforms. Collaborated with cross-functional teams, including marketing professionals, graphic designers, and copywriters, to deliver integrated and high-impact digital campaigns. Built moderated, manage online communities, fostering brand advocacy and strengthening customer relationships to enhance brand loyalty and retention. Monitored and facilitated real-time engagement, by responding to comments, direct messages, and inquiries to encourage meaningful interactions and customer satisfaction.

Education

Counselling - B.Ed.

Lagos State University
2008 - 2011 Nigeria

Copywriting for Social Media Ads - Certification

Udemy
2024 Online

Skills

Social Media Management Expert

Persuasive Copywriting

Copywriting Expert

Content Strategy

SEO Optimization

Client Relationship Management

Brand Storytelling

Adaptability

Digital Marketing (B2B & B2C)

Social Media Management

Problem-Solving

Certifications

Copywriting for Social Media Ads Certification

Accomplishments

Authored 15+ SEO-optimized blog posts and articles, increasing website traffic by 35%, drove 20% conversion rate from blog visitors to service inquiries by creating problem-solving content.