

Hajara Abubakar

Email Copywriter



About me

I'm a direct response email copywriter for e-commerce and luxury brands. With a deep understanding of consumer psychology, I craft compelling emails that connect, engage, generate leads, and drive sales.

Professional Experience

Eliana Diamond

Abandoned cart recovery 2025

- *An abandoned cart recovery email sequence for a luxury brand*

Miss Dior

Product launch sequence 2025

- *A product launch email sequence for Dior brand*

Aveeno Natural

Email Funnel 2025

- *A direct-response email funnel for a skincare brand*

My Biggest CAREER REGRET

Email sales copy 2025

- *A direct-response email sales copy for a digital product*

Education

Usmanu Danfodiyo
University, Sokoto

Bachelor of Arts 2018-2021

Core Competencies

- Email Campaign Strategy
- Direct Response Copywriting
- Abandoned Cart Recovery
- Storytelling for Sales
- Promotional & Launch Sequences
- E-commerce and Luxury Brands
- Lead Nurture Email
- Brand Voice Adaptation
- Customer Psychology & Engagement

Contact

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