

Prosper Ekwealo

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PROFILE SUMMARY

Creative and results-driven Copywriter/content writer with over two years of experience crafting engaging content across blogs, websites, email campaigns, and social media. Skilled at adapting tone and voice for diverse audiences while balancing creativity with strategy. Experienced in applying storytelling frameworks such as Storybrand and They Ask, You Answer to create copy that connects and converts. Strong background in SEO, digital marketing, and campaign support with proven ability to deliver high-quality content at scale. Adept at collaborating with teams, managing deadlines, and aligning content with business goals while continuously seeking new ways to engage audiences.

SKILLS

- Copywriting and Content Writing (Web,Blogs, Landing Pages, Email Campaigns)
- SEO Optimization & Keyword Research
- Content Strategy & Storytelling Frameworks (They Ask, Storybrand, Linchpin)
- Scriptwriting & Video Content Support (Transferable Experience)
- Social Media Copywriting & Marketing Materials
- Remote Collaboration & Time Management
- Interviewing Subject-Matter Experts
- Producing High-Volume Quality Content (~1,000 words/day)
- AI Tools for Content (ChatGPT, Grammarly, Google Docs)

PROFESSIONAL EXPERIENCE

Freelance Content Writer | Remote | 2023 – Present

- Produced high-quality, SEO-optimized blog posts, landing pages, marketing emails, and social media content helping clients increase website traffic by up to 40% within three months.
- Researched and simplified complex topics such as blockchain, DeFi, cryptocurrency, and finance creating content that improved reader retention and average session duration by 25%
- Partnered with clients to refine content strategies, contributing to measurable improvements in conversions and lead generation.
- Streamlined workflows using AI tools for ideation and editing, reducing turnaround time by 30% without compromising quality.

ZapTravel | Junior Copywriter | Remote | 2022 – 2023

- Wrote persuasive website copy, product descriptions, and travel blogs that boosted engagement rated by 20% across digital channels.
- Supported email marketing campaigns that achieved an average open rate of 32%,outperforming industry benchmarks.
- Applied storytelling techniques to create relatable travel content, resulting in increased repeat readership.

Nigeria Customs Service | Public Relations Assistant | March 2024 Present

- Developed and edited website content, blogs, and social media post that improved public engagement metrics by 15% in the first six months.
- Conducted interviews with industry professionals and crafted clear,compelling narratives that reached audiences of over 50,000 followers.
- Assisted in communications planning and campaign development,ensuring consistent messaging across multiple platforms.

EDUCATION

Bachelor of Science in Media & Communication Studies

Afe Babalola University | Graduated: July 2023

TECHNICAL SETUP

- Reliable high-speed internet, HP laptop with Intel Core i5, 8GB RAM
- Familiar with Microsoft Word, Google Docs, Grammarly, and AI content tools (ChatGPT)
- Dedicated home workspace optimized for remote work and productivity.

Achievements & Highlights

- Consistently produce ~1,000 words/day of high-quality, audience-focused content
- Increased client website engagement and traffic through SEO-driven strategies.
- Simplified complex topics into approachable content for diverse audiences
- Skilled at integrating AI tools into workflows to improve speed and quality.

REFERENCES

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