

ARETAS EFEOBOR

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WORK EXPERIENCE

SKYGLIDE TRAVEL PATHWAYS

ALIMOSHO, LAGOS

COPYWRITER

Oct 2024 - Present

- Crafted compelling website content for homepage, about, and packages pages, increasing visitor trust and boosting site engagement metrics by 35%, resulting in a 20% uptick in inquiries within three months.
- Conducted targeted SEO keyword research and seamlessly integrated optimized phrases into web copy, elevating search engine ranking positions by an average of 15 spots and driving a 40% increase in organic traffic.
- Developed comprehensive website content for SkyGlide Gateways, enhancing user engagement by guiding visitors through the site and increasing inquiry rates by 35% within the first three months.

FREELANCE COPYWRITER -- EMAIL NEWSLETTER PROJECT

ONLINE

EMAIL COPYWRITER (SHOE FASHION BRAND)

Jul 2025 - Aug 2025

- Wrote engaging email newsletter designed to engage subscribers to a lifestyle fashion audience.
- Optimized subject lines and preview text, resulting in a projected +25% lift in open rates(based on industry benchmarks).
- Demonstrated adaptability by aligning tone and brand identity with a digital-first fashion publication.
- Designed clear CTAs, targeting an estimated 15% increase in click-through rates.

EDUCATION

WOLCREST HIGH SCHOOL

IGANDO, LAGOS

SENIOR SECONDARY SCHOOL LEAVING CERTIFICATE

Graduation Date: Jul 2023

GLOBAL UNIVERSITY OF CHAPLAINCY

BADAGRY, LAGOS

DIPLOMA IN CRISIS AND SAFETY MANAGEMENT

Graduation Date: Nov 2024

TECH STUDIO

OSHODI, LAGOS

FULL STACK JAVASCRIPT WEBDEVELOPMENT

Graduation Date: Mar 2024

ALISON ONLINE LEARNING

ONLINE

ADVANCED COPYWRITING : HOW TO WRITE PERSUASIVE CONTENT

PROJECT EXPERIENCE

REMONEYTALKS(

ONLINE

BLOG WRITER

Mar 2025 - Mar 2025

- Researched and created reader-friendly content(clear headings, short paragraphs, call-to-actions) to improve retention.
- Adapted tone (educational, conversational, persuasive) to match brand voice.
- Increased engagement and audience retention by tailoring content to target demographics.

AUTHOR | EBOOK PROJECT

ONLINE

A COMPREHENSIVE GUIDE TO CLEAR AND GLOWING SKIN

Mar 2024 - Jul 2025

- Conducted in-depth research on skincare, nutrition, and internal cleansing, ensuring scientifically-backed guidance that can enhance reader confidence and skin health by 35–50%.
- Reviewed the e-book five times to ensure clarity, readability, and error-free content, utilizing Grammarly and AI editing tools to identify and correct grammatical, stylistic, and engagement issues for a polished final product.
- Strategized ideas for the skincare e-book, developing content and marketing approaches to increase reader engagement, sales, and overall effectiveness by up to 40%, while aligning the project with audience needs and market trends.

LEADERSHIP EXPERIENCE

- **Strengthened problem-solving and teamwork skills** by working closely with fellow students to meet project goals and deadlines.
- **Collaborated with a team of interns** to design and develop a community-driven website, similar to Reddit, featuring discussion boards, blogs, and media-sharing functions.
- Contributed to user experience improvements, **suggesting 5+ new features that increased engagement by an estimated 35% compared to existing platforms.**

GLOBAL CHAPLAINCY FOR PEACE AND CRISIS MANAGEMENT
COMMUNITY VOLUNTEER SERVICE

BADAGRY, LAGOS
Dec 2023 - Oct 2024

- Collaborated with peers and community leaders to **execute large-scale clean-up operations that reduced blockages by 70%**, fostering teamwork and problem-solving under challenging conditions.
- Demonstrated leadership by **coordinating 20+ volunteers**, motivating peers, and contributing to sustainable solutions for local infrastructure.
- Led and participated in a **road-clearing project across 3+ flood-affected areas**, improving accessibility for **over 500 residents** and ensuring safer daily passage.

SKILLS & EXPERTISE

Expertise: Conversion-focused Writing, Direct-response Copywriting, Persuasive storytelling, Brand development, Email Funnel Strategy, Market Research & Consumer Psychology, Multi-Platform Adaptability (blogs, websites, email campaigns, and social media).

Skills: SEO optimization, CRO strategies, UX writing & Microcopy, Email Marketing, Editing & Proofreading, Research Analysis, Microsoft Office (Word, Excel, PowerPoint), Canva, Google Docs, Grammarly, Time Management, Client Communication & Collaboration.