

# **DORCAS OLOWOYEYE KEHINDE (DOK)**

**[IAMDEECOPYWRITINGLADY\_DOK]**

**| CONTENT / COPYWRITER | CONTENT CREATOR / STRATEGIST |**  
**| SOCIAL MEDIA MARKETER |**

If you are a Creative Business/Brand Owner or Content Creator, then you are in the right place!

## **PROFILE**

I write your Social Media Copies and I make Social Media work for you.

As a Certified CONTENT/COPYWRITER with four years of hands-on experiences in CONTENT CREATION across various social media pages, I help your Brand stand out from your competitors by crafting persuasive and compelling copies that do not only captivate but also convert to your target audience.

## **EXPERIENCE**

### **TABBY ART**

*COPY/CONTENT WRITER & CREATOR | SOCIAL MEDIA MARKETER*

An Art brand that specializes in creating art pieces for personal expressions, correction of sociocultural vices and solving global issues/challenges in the world.

- Certified for completing a 4-week "ART FOR CHANGE BOOTCAMP" project.
- Responsible for writing compelling copies which drive engagements and increase in conversion rate.
- I do not only create content, but I also strategize, and market art contents across different social media pages for more than two years.

### **ANGLICAN STUDENTS' FELLOWSHIP, UNILORIN BRANCH**

*SOCIAL MEDIA STRATEGIST & MANAGER*

A christian church, student fellowship in Ilorin, Kwara State.

- I wrote, created and strategized content on their Instagram page.
- I was able to increase the rate conversion, engagement and followers from 4.4% followers to 95.6% of non-followers and from 703 views to 3.2k respectfully.

### **THE COMMUNITY MANAGEMENT EXPERIENCE(CMX), ILORIN**

*STUDENT VOLUNTEER | SOCIAL MEDIA & CONTENT TEAM LEAD*

A vibrant Community for Community Builders and Managers to thrive both personally and professionally.

- Led a team of three to create, strategize and manage content across different social media platforms, which has led to increase in lead generation

## EDUCATION

UNIVERSITY OF ILORIN 2021 - 2026

Bachelor of Art | Linguistics

STUDENT DIPLOMAT IN FRENCH LANGUAGE 2020

Delf A1 | 64%

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## CERTIFICATIONS

COPYWRITING FOR CONVERSATIONS:  
HOW TO WRITE PERSUASIVE CONTENT

*Alison*

*24th, December/2024*



A THREE WEEK INTENSIVE TRAINING ON:  
CONTENT/COPY WRITING & PUBLIC SPEAKING

*Beyond The Pen Skills Academy*

*18th, September/2024*

## RECOGNITIONS

SOCIAL MEDIA & CONTENT LEAD

*CMX, ILORIN*

CAMPUS AMBASSADOR

*Cowrywise*

PROGRAMS, MEDIA & PUBLICITY  
COORDINATOR

*ASF, UNILORIN*

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## SKILLS

- Marketing
  - Audience Building
  - Branding
  - Social Media Marketing
  - Visual Art [Drawing]
  - Writing  
[Content/Creative/CopyWriting]
  - Content Creation
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## LANGUAGE

- English
- Yoruba
- French

## CONTACT

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