

BENEDICTA AFI AGBODZI

COPYWRITER | CREATIVE STRATEGIST



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benedictaafiagbodzi@gmail.com



[benedicta-afi-agbodzi](#)



Anyaa Awoshie Street FO637,
Ablekuma, Greater Accra

I'm a creative and results-driven copywriter with over eight years of experience in content creation, brand storytelling, and digital communication. I develop advertising concepts and content strategies that cut across both digital and traditional media. I'm skilled at writing high-quality, SEO copy that blends brand voice with strategic messaging to engage audiences and drive results. Over the years, I've worked across industries such as media, education, advocacy, and entertainment, crafting persuasive narratives that build strong and lasting brand connections. I'm passionate about producing creative work that not only reflects client goals but also delivers measurable impact.

SKILLS

- Creative & Advertising Copywriting
- Brand Storytelling & Messaging
- Digital & Social Media Strategy
- Campaign Planning & Execution
- SEO & Content Optimization
- Editing & Proofreading
- Research
- Stakeholder Engagement
- Canva | WordPress | Google Workspace | Nano Banana

EDUCATION

M.A. in Communication Studies

University of Ghana, Accra
(November 2024 – Present)

B.A. in Communication Studies

Ghana Institute of Journalism, Accra
(2018)

CERTIFICATIONS

Certificate in Social Psychology

Wesleyan University, Coursera
(March 2021)

Introduction to Psychology

Yale University, Coursera
(March 2021)

PERSONAL PROJECT

Self-published poetry collection,
“Just Saying Hello” on Kindle
(December 2019)

WORK EXPERIENCE

EDITOR / GHOSTWRITER

February 2022 - Present)

Silent Beads, Accra

- Provides excellent stakeholder engagement services as the first point of contact by responding professionally and promptly to queries and comments.
- Uses correct style, proper grammar, and appropriate voice in writing and editing pieces.
- Leverages understanding of digital communication and social media to publish engaging and attention-grabbing stories.
- Impeccable time management, giving readers regular, reliable, and comprehensive stories that meet strict deadlines.
- Write compelling advertising copies for brands and individuals who promote their products and services on our page, ensuring messages align with audience interests and brand tone.

COPYWRITER / CREATIVE STRATEGIST

June - September, 2025

Tridome, Accra

- Developed a comprehensive creative strategy and campaign concept for an advertising pitch, aligning messaging and visuals with the client's brand identity.
- Wrote website copy and campaign messaging using clear calls-to-action (CTAs) to drive audience engagement and conversions.
- Ensured brand consistency and audience relevance across all written content, while maintaining the brand's tone and providing informative, persuasive copy.

INTERN

March - May, 2025

Media General, Accra

- Wrote articles for publications on 3news.com.
- Assisted with the production of radio news (3FM) and television news (TV3).
- Supported senior reporters in field assignments and studio production.
- Participated in editorial meetings and learned to pitch, fact-check, and revise news stories under tight deadlines

LANGUAGES

English | Ewe | French | Twi

REFERENCES

Mr. Nesta Jojoe Erskine
Founder, Silent Beads
☎ +233 20 897 1060

Jade Appiah –Lartey, PhD
Lecturer, Department Of Communication
Studies (UG)
☎ +233 27 755 6053

INTERESTS

Copywriting, creative writing, social
impact storytelling, travel, and
music.

COPYWRITER November 2022 - March 2023

Bareconnect, Accra

- Wrote website copies for clients who needed help setting up their websites.

SOCIAL MEDIA MEDIA MANAGER February - November, 2022

Esports Africa News

- Designed and executed social media strategies that boosted engagement by 20% in the first month.
- Wrote copies for social media content for a diverse, tech-savvy audience.

SOCIAL MEDIA MEDIA MANAGER April – September 2021

Shiloh Medical Center

- Established specific objectives to boost customer retention, brand recognition, and online traffic on the company's social media platforms
- Wrote copies for social media content to keep community engaged and drive conversion.

COMMUNICATIONS SPECIALIST September 2019 – March 2020

St. Adelaide’s Schools, Salaga

- Developed internal and external communication materials, newsletters, and public statements.
- Fostered engagement between management, parents, and the community through strategic communication.
- Oversaw staff communication and handled policy documentation and reports.

VOLUNTEER EXPERIENCE

MEDIA RELATIONS MANAGER October 2015 – September 2018

Atumpan.Comm

- Created and managed social media content to raise awareness, promote events, and communicate advocacy messages on inclusive education and society for persons with disability.
- Wrote engaging copies, proposals, letters, and official documents that aligned with advocacy goals and strengthened the organization’s public messaging.
- Leveraged social and traditional media partnerships to secure coverage for events, amplify campaign messages.

ENGLISH LITERATURE TEACHER September 2018 – August 2019

Salaga Senior High School

- Developed a curriculum integrating creative writing, grammar, and literature.
- Mentored students in storytelling and expression through poetry and spoken word.