



DC

DIALLO CRUDUP

COPYWRITER | diallocrudup.com

EDUCATION

**NORFOLK STATE UNIVERSITY •
BA JOURNALISM •
MAY 2018**

Graduated with a 3.0 GPA

Key coursework:

Advertising Principles

Advertising Campaigns

Short Story Writing

Promotional Writing

Principles of Marketing

SKILLS

Product/Audience Research

Facebook Ads

Landing Pages

Email Campaigns

Product Descriptions

Video Scripts

Headline Writing

Lead Generation

EXPERIENCE

**GIFTS ON DEMAND • MANAGING DIRECTOR/COPYWRITER •
JUL 2019 – DEC 2019**

- Co-Launched a print-on-demand company.
- Organically increased monthly sales from 2 to 50 within 90 days in the Amazon Marketplace.
- Designed more than 25 selling products on Amazon.
- Optimized listings to elevate Amazon's search engine views.

ONEBLADE • CONTENT COPYWRITER • JAN 2019 – MAY 2019

- Penned 10 landing pages to boost customer awareness for a luxury shaving company.

SCALE XL • EMAIL COPYWRITER • NOV 2018 – JAN 2019

- Fired-up a cold email campaign for a consulting company.
- Produced a 60% open rate.
- Booked 2 client meetings within 30 days.

4PATRIOTS • AD COPYWRITER • JUN 2018 – OCT 2018

- Sold 100k worth of product within 2 months for a survival company using Facebook Ads.

KMK PRODUCTIONS • AD COPYWRITER • OCT 2017 – DEC 2018

- Raised awareness of heart disease for 400+ people using organic Instagram ads.

JODI'S K9 KARE • AD COPYWRITER • AUG 2014

- Authored brochures that generated 5 new clients for startup dog walking business.



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