

OGBU PRAISE .A. | EMAIL MARKETER| SALES COPYWRITER| ARTICLE WRITER

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PROFESSIONAL SUMMARY

Results-driven Copywriter and Email Marketing Specialist with over 4 years of experience working collaboratively with medium-sized business owners and startups. A versatile writer adept at creating diverse copy, from engaging email marketing content to compelling ad copy and impactful landing pages. Proven expertise in A/B testing, data-driven decision-making, and cross-functional collaboration to drive successful campaigns. Detail-oriented and strategically minded, committed to delivering error-free, on-brand content that aligns with broader marketing goals.

CORE COMPETENCES

- **Diverse Copywriting:** Expert in crafting long-form articles, ad copy, email marketing content, and short-form pieces.
- **Email Marketing Mastery:** Significant experience in creating effective email campaigns from promotional to transactional.
- **Landing Page Creation:** Skilled in designing landing pages with compelling copy and clear calls-to-action.
- **A/B Testing:** Conduct thorough A/B testing to optimize copy for various campaigns and audiences.
- **Data-Driven Decision-Making:** Rely on data and analytics to guide copy decisions and measure effectiveness.
- **Strategic Thinking:** Critical thinking about how each piece of copy fits into the broader marketing strategy and customer journey.
- **Detail-Oriented:** Ensure all content is on-brand, error-free, and aligned with overall marketing goals.
- **Adaptive and Creative:** Adjust writing style for different platforms, always bringing a creative edge to work.

RELEVANT WORK EXPERIENCE

COPYWRITER

Nov,2023 - Present

Lola blankets, Remote

- Lead copywriter for a diverse range of clients, specializing in crafting compelling long-form articles, succinct ad copy, and persuasive short-form pieces.
- Successfully created and implemented email marketing campaigns that resulted in a 20% increase in open rates and a 15% boost in click-through rates.

- Designed high-converting landing pages with clear calls-to-action, contributing to a 25% improvement in lead generation.
- Conducted A/B testing on various copy versions, consistently optimizing campaigns and achieving a 30% uplift in conversion rates.

SENIOR COPYWRITER/ EMAIL CAMPAIGN MANAGER

Oct, 2021 – Present

Tech4all Start-up, Remote

- Worked with the marketing team to define the company's marketing goals and customers' jobs-to-be-done. Efforts led to the development of the company's content marketing plan resulting in an increase in content marketing productivity by 50% and brand cohesiveness across all online platforms.
- Developed engaging email copy and worked within ActiveCampaign to segment subscribers and set up automated email campaigns, resulting in a 25% increase in open rates and a 30% increase in CTR.
- Refined TOFU strategy and spearheaded the creation of content assets and landing page content to increase authority and brand awareness; met all KPIs for Q1 and Q2 and increased MQLs by 50%.
- Optimized social media strategy by refining editorial calendar, producing engaging copy and graphics and performing A/B tests to improve CTA and identify winning campaigns. Efforts resulted in a 30% increase in appointment bookings and a 400% increase in engagement by reach.
- Regularly monitored and analyzed overall marketing performance against company goals and content marketing strategy initiatives.

OTHER EXPERIENCES

SOCIAL MEDIA MANAGER

May 2020 – March 2022

Clich pharmacy, Remote

- Develop and execute a comprehensive social media strategy to enhance the online presence of Clich Pharmacy across various platforms, including but not limited to Facebook, Instagram, Twitter, and LinkedIn.
- Create engaging and shareable content that aligns with the pharmacy's brand voice and resonates with the target audience.
- Manage the day-to-day activities on social media channels, including scheduling posts, responding to comments, and initiating conversations to foster community engagement.
- Stay up-to-date with industry trends and social media best practices, implementing new features and tools to maintain a competitive edge.
- Collaborate with the marketing team to ensure social media initiatives are integrated into broader marketing campaigns and promotions.

EDUCATION

Bachelor of Science | Michael Okpara University, Umuahia

2016 - 2021

CERTIFICATIONS AND COURSES

Certified Email Marketing Professional (CEMP)
Advanced Copywriting Certification

TOOLS

- Microsoft suite
- Grammarly
- Trello
- Mailchimp
- Google Analytics
- Canva
- A/B Testing Tools
- Google Workspace
- Hootsuite
- Yoast SEO