

# Moyo Faith Amonimo

## Freelance Copywriter | Content Writer

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Nigeria

## SUMMARY

A creative, dynamic and dedicated freelance writer with 4+ years of diverse experience in creating powerful copy and SEO-Optimized content for websites, blogs, social media, marketing/promotional ads, Video Scripts and Product descriptions. Able to complete tasks flawlessly and with great attention to detail while meeting deadlines and juggling multiple priorities.

## EXPERIENCE

### Freelance Copywriter and Content Writer

#### Tes Digitals

05/2021 - Ongoing Ibadan, Nigeria

Tes Digitals is a Digital Marketing Agency in Nigeria

- Boosted search engine optimisation and keyword rankings on several websites by 75% through improved keyword research.
- Developed content outline & schedule for 10+ clients' projects
- Published over 15 articles and blog posts, generating a total of over 100,000 views.
- Increased conversion rate by 80% by creating compelling marketing and promotional content for products and services through their websites and social media pages.
- 2,500+ audience growth using social media strategy, curated posting and engaging content.
- Produced video scripts for marketing series on Youtube, achieving more than 90 views in one month.
- Increased customer engagement by 50% through blog posts.
- Established a brand voice and tone for more than 10 clients.
- Created business proposals for brands.

Below are few of the projects I've completed on freelance under this agency:

[www.homietendertouch.com](http://www.homietendertouch.com)

[www.studymasta.com](http://www.studymasta.com)

[www.analyticsafrica.org](http://www.analyticsafrica.org)

[www.teendevlopers.tesdigitals.com](http://www.teendevlopers.tesdigitals.com)

[www.citylightlogistics.com](http://www.citylightlogistics.com)

[www.citylightdrycleaners.net](http://www.citylightdrycleaners.net)

[www.aaapi.org](http://www.aaapi.org)

### SEO Website Content Writer

#### Media Vaccine

2021 Manitoba, Canada

Media Vaccine is a Digital Marketing and media agency based in Manitoba, Canada.

- Collaborated with this agency to write SEO-Optimized content and blog posts for 5+ websites.

## SKILLS

SEO & Keyword Research Ms Office

Keyword research tools

Content Management Systems

Professional Writing

Content Strategy and Creation

Social Media Strategy

Graphics Designing with Adobe Photoshop & Illustrator

## STRENGTHS



### Detail-Oriented

Provide complete attention to every detail



### Communication

Uses relevant knowledge, know-how, and skills to explain and clarify thoughts and ideas



### Meeting Deadlines

Deadline-driven and passionate about your brand

## CERTIFICATION

### SEO & Copywriting Course

Udemy

## EXPERIENCE (Contd.)

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- Boosted search engine optimisation and keyword rankings on the website by 50% through keyword research using SEMrush
- Improved blog writing and editing skills enormously by creating and proofreading content on websites within one month

Below are few of the projects I've completed on freelance under this agency:

[sipiesmobilewash.com](http://sipiesmobilewash.com)

<https://majhaconstructions.ca/insight/>

[cleanfreakdetailing.ca](http://cleanfreakdetailing.ca)

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## Website Content Writer, Social Media Manager

### Homie Tender Touch

📅 09/2022

📍 United Kingdom & Nigeria

Homie Tender Touch is a healthcare organization offering nursing and caregiving services in Nigeria.

- Increased organic website and social media traffic by around 50%
- 2,000+ audience growth in few days using social media strategy, curated posting, engaging content & contests.
- Social media searches increased by 68%
- Increased website traffic by 85% through social media efforts