

# EKPOANWAN EKPENYONG

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## PROFILE

A Competent content marketer with excellent ability in carrying out research, creating and sharing of valuable contents in writing, photo and video forms to startups and already established businesses, taking sales to it's Apex.

Detail oriented in combining several and relevant marketing strategies to attract and convert prospects into customers and customers into repeat buyers.

## EDUCATION

Cross River University of Technology (CRUTECH) Calabar.

*B.sc Biochemistry [Class of 2018]*

## PROFESSIONAL EXPERIENCE

**Oxford Holdings** - Lagos, Nigeria

**Role:** *[Content Marketer]*

**September 2021 - Present**

- Boosted client-inquiring traffic by 60% monthly through contents in social media platforms.
- Actively researched daily for contents that resonates with the brand message.
- Proof read and edited proposals & contents to ensure it provided readers with professional and persuasive information about the brand.
- Created contents that ended with a "call to action" thus converted observers to customers.
- Engaged my audience in social media platforms through the unique contents in photos and video reels.
- Present weekly reports to Head of content marketing team.

**Rayaans Restaurant** - Calabar, Nigeria.

**Role:** *[Content Marketer]*

**June 2021 – September 2021**

- Created original content and drove compelling storytelling to improve engagement with customers.
- Created engaging contents through photos and video reels.
- Managed social media accounts and understood how to grow social following and drive engagement.
- Planned more of contents needed For B2C sales and marketing.

## CERTIFICATIONS

- Digital Marketing
- Copywriting For Conversions
- Professional Business Writings.

## LANGUAGES & SKILLS

*Languages:* English (fluent)

*Skills:*

- Communication skills
- Copy writing
- Online advertisement
- Social Media Management
- Proof reading
- Sales
- Team work
- Creative problem solving
- Lead generation
- Content Creation.

## REFEREES

Available on request.