



Abdussamad Ibrahim

DR Copywriter

My Contact

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Hard Skill

- Copywriting
- DR Marketing
- Market Research
- Email Marketing
- Sales Letter
- Brand Marketing
- Article and blog Writing
- Product description
- B2B Marketing
- Content Creation and distribution
- Blockchain, NFT and Defi

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

Education Background

- Prince EAG Business School
in Sales and Marketing
Completed in 2019

- BOC University Nigeria
Bachelor of Copywriting
Completed in 2022

About Me

Dedicated and motivated Copywriter with 3 years of experience. I help web3 brands with proper marketing technique, I also help agency owners, and coaches add \$30K to their monthly revenue in 44 days by nurturing their leads & increasing the LTV of their clients. My sole purpose on planet earth is to help you milk dry the wallet of your leads and of course, give them absolute satisfaction.

In my experience of making thousand of dollars for my clients, I have come to realize that businesses leave a whole lot of money on the table focusing on lead gen and first-time buyers...This is why I specialize in converting leads to first-time buyers and first-time buyers to repeat customers...And repeat customers

Professional Experience

Buadigital Co. | Copywriter APRIL 2021 – Feb. 2022

Key responsibilities:

- Research and understand a client's needs and target audiences, through online searches, reviews of existing research, interviews with subject-matter experts, and in-person meetings
- Write original copy and edit content for a range of marketing and communications materials
- Collaborate with a team of account managers and creative staff, from concept development to delivery of final product
- Present copy concepts and final deliverables to internal team – and to client representative when requested – and participate occasionally in client pitches

IKTC Technologies | Brand marketer and Copywriter 2022 – 2023

Key responsibilities:

- Revise copy based on internal and client feedback
- Follow our brand guide
- Execute content projects as assigned
- Publish content on web pages and social media channels
- Monitor content success and progress on Fb and Twitter
- Monitor traffic and conversion
- Give insights on the content performance
- Collaborate with multidisciplinary team of creative directors, freelance writers, editors, and publishers
- Collaborate with graphic designers and create visually attractive pieces of content
- Review and suggest improvements for the content written by other writers

Achievements

2022	Copywriting Savvy award for writing 10% conversion funnel Added atleast \$30K to each client
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