

EMMANUEL

Senior Copywriter | Brand & Digital Storytelling
Remote | Marketing & Lifestyle Content

Professional Summary

Brand-focused copywriter with 3+ years of experience creating engaging, conversion-driven copy across digital platforms. Proven ability to translate brand strategy into clear, compelling narratives for social media, video, and marketing campaigns. Experienced working independently in remote environments, adapting to diverse brand voices, and delivering high-quality work under deadlines.

Core Skills

- Brand Copywriting & Storytelling
- Social Media & Campaign Copy
- Email Subject Lines & Short-Form Marketing Text
- YouTube & Video Scriptwriting
- SEO & Content Optimization
- Tone & Voice Adaptation
- Digital Marketing Strategy
- Remote Collaboration & Time Management

Professional Experience

Senior Content Creator / Copywriter - Amolese TV (2024-2025)

- Developed brand-aligned copy for social media, YouTube content, and digital marketing campaigns.
- Wrote engaging scripts, captions, and hooks designed to increase audience retention and engagement.
- Maintained consistent brand voice across platforms.
- Supported content strategy with SEO best practices and performance insights.

Copywriter & Digital Marketer - Easilot Multimedia TV (2021 - 2023)

- Created short-form marketing copy, promotional captions, and video scripts.
- Collaborated with creative teams to deliver cohesive messaging.
- Produced audience-focused content optimized for reach and clarity.

Brand Content & Marketing Writer - Emmanco Fascho Nig. Ent (2021 - 2020)

- Wrote promotional and brand storytelling content for digital platforms.
- Developed marketing copy to support brand awareness and engagement.
- Ensured consistency in messaging across campaigns and channels.

Content & Communications Writer – Beatrice Pearl and Rubies School (2022 – 2023)

- Produced clear, engaging copy for school communications and marketing materials.
- Supported digital outreach through branded messaging and content planning.

Tools & Knowledge

- SEO principles & keyword optimization
- AI-assisted writing tools
- Analytics & engagement tracking
- Remote collaboration workflows

Availability: Part-time | Remote | Open to temporary contracts