

ABRAHAM MUNENE DELTOM

Copywriter

Nairobi, Kenya

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Objective

Experienced and Self-motivated in writing and editing copy, blog posts, email blasts, grant proposals, press releases, News publications, and public service announcements. Well-versed in managing social media platforms such as Facebook, Twitter, Pinterest, Instagram, and LinkedIn. Strong technical command of the English language; familiarity with virtually all writing styles; serious commitment to excellence in the printed and published word. Published and award-winning creative writer.

Skills

Good at communicating



Writing Skills



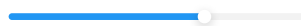
Multitasking.



Good rapport with the audience



Fast social media moderator



Editing



Proper articulation of words



Collection of news/Gathering of information



Creative copywriter



Script writing



content writer



press release traffic



Fast Learner



Great Computer Skills



Active Listener



Attention to Details



PERSONAL ATTRIBUTES

Title

- Work under pressure
- Self-driven
- Responsible
- Committed
- Well disciplined
- work independently
- great team player

Work Experience

social media manager

Metacoingraph Mar / 2018 - Ongoing Los Angeles, CA

- Created a web presence and increased traffic to the Chefs Press website.
- Stayed current with trends and applications in social media.
- Monitor the effectiveness of social media efforts to maximize results.
- Coordinated original content for blogs, webinars, and social media posts.
- Market research to improve strategy and product for clients.
- Created detailed management reports.
- Ensure proper handling and follow-up with customers.
- Work with Corporate Communications and Legal weekly to ensure the appropriate response and message is being delivered via Social Media.
- Work with customers to achieve company objectives in the social space.
- Trained and managed Content Coordinators.

Copywriter

TAB TheAfricanBlockchain Jan / 2016 - Dec / 2017 Delray Beach, FL

- Created front-facing content: email marketing, taglines, lead-lines, headlines, landing page content, up-sells, etc.
- Conducted primary and secondary research on products and strategies.
- Developed promotional concepts and crafted copy for a wide range of high-profile, national clients.
- Worked with Promotional Planning Team to design and implement strategic, multi-faceted programs across a variety of media.
- Devised and implemented social media ad campaigns that drives traffic to client websites.
- Wrote copy for advertisements, social media posts, and websites.
- Created direct mail promotion and wrote copy for special event previewing San Diego Marathon.
- Developed a new style and strong voice for major email campaigns.
- Wrote press releases, ghost-wrote bi-monthly column in real estate trade magazine for company founder, created blog posts for leadership team.

Education

certificate

Nkabune technical university Mar / 2017 - Dec / 2021 Meru

- Completed a certificate in electrical engineering

High school

Igembe High school Jan / 2012 - Dec / 2015 Location

- High School Certificate

Achievements

Award

The employee of the Year at Metacoingraph SEO company in 2021

Languages

English

Highly Proficient



Swahili

Native Speaker



Reference

Job Reference

Mr. Richard M Adrian (CEO - Metacoingraph SEO company.)

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- RichardMadrian@gmail.com

• Mrs, Mary Ann (Head Manage-TAB TheAricanblockchain)

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