

OLUWAFUNKE ADEMOLA - ALIU

Exceptional Copywriter

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Portfolio: <https://cutt.ly/qP8sgtl>

PROFESSIONAL SUMMARY

I am an Innovative copywriter with 2+ years of experience in creating integrated marketing campaigns. I am proficient in strategizing, conceptualizing and writing compelling cross-channel copy for commercials, web content, advertising materials, and digital content. I am a dedicated team player, who pays attention to details, a proficient communicator, skilled in a variety of writing styles and determined to contribute my quota to your organization, while advancing my burgeoning career.

CAREER NARRATIVE & MILESTONES

2021 - 2022: Executive Copywriter – *Ogilvy Nigeria.*

Lead copywriter for award-winning brands (The Coca-Cola company, Mondelez, PZ Cussons, Devon Kings, Philips Electronics, Meristem, Altmall, Benny, Sanlam(FBNI), Ogilvy, Flour Mill Nigeria).

- Leveraged strategy documents in the creation of various brand positioning Integrated Marketing Campaigns.
- Strategized, conceptualized and developed commemorative day campaigns.
- Created thematic campaigns to dial up brand power and communicate their position.
- Devised integrated marketing campaigns to introduce and launch brands into the Nigerian Market.
- Created thematic campaigns to affirm the brand's position as market lead.
- Generated materials such as Trade Presenters to communicate Brand's offering to its marketers and promoters in rural areas.
- Conceptualized, created, and developed compelling copies - taglines, TV commercials, external communication materials, digital ads, print materials, radio jingles, while adhering to brand tone.
- Worked with a Team in the creation of a Pitch winning Integrated Marketing Campaign in the third month of joining the agency.
- Familiarized with the product and brand's target audience to create customer-focused copy that drove the results desired by the client.
- Conceptualized and executed Brand's annual almanac.
- Implemented internal campaigns to show the brand's love and care for its staff as well as create staff loyalty.
- Developed year long brand plans.

2020 - 2021: Copywriter – *Insight Publicis, Lagos.*

Lead copywriter for award-winning brands (AXA Mansard, Nestle, Polaris Bank, Novartis, Quaker Oats, Lumos and Funtuna).

- Created an integrated marketing communications campaign to increase awareness and drive usage of Apps and other digital products.
- Developed a public service campaign to create awareness and educate the average Nigerian on Covid19.
- Conceptualized digital thematic campaigns for International Women's Day, Democracy Day, Valentine, Ramadan, and Eid Mubarak to show care and drive brand affinity.
- Strategized and conceptualized digital campaigns for brands across West Africa.
- Strategized and created digital content calendars.

- Developed annual Brand Plan.

EDUCATION

Masters of Science in Creative Technologies.

2022 - 2024 Illinois State University, USA.

Bachelor of Science in Mass Communication.

2015 - 2019 University of Lagos, Nigeria.

PROFESSIONAL TRAINING

2022 - LinkedIn Learning

- Product Management (ongoing)
- Product Marketing Foundations (ongoing)

2021 - Google Digital Skills for Africa- Fundamentals of Digital Marketing

Relevant Coursework: Search Advertising, Social Media, Analytics, Display Advertising, Mobile, Video & email marketing, Data Analysis.

2020 - Red X – Red Media Africa.

Relevant Coursework: Marketing, Public Relations, Advertising, Broadcasting, Media Writing

2019 - Young Lions - Roger Hatchuel Academy, France.

Relevant Coursework: Marketing, Public Relations, Advertising, Broadcasting, Media Writing

Google Creative Campus Attendee

Relevant Coursework: Copywriting, Strategy, Content creation, Content Writing, Public relations, Pitching.

PROFESSIONAL SKILLS

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|-------------------------------------|--------------------------------|---|
| • Copywriting | • Concept Development. | • Team Collaboration. |
| • Product Management | • Content Marketing. | • Optimization. |
| • Interactive & Direct Marketing | • Digital Channel Integration. | • High-impact Content Delivery. |
| • Project Management. | • Advertising. | • Social Media Management. |
| • Marketing Communications Strategy | • Customer Needs Assessment. | • Proficient in Google and Microsoft Suite. |

LEADERSHIP EXPERIENCE

President, Mass Communication department UNILAG.

October 2018 - October 2019.

Public Relations Officer II, Mass Communication Department UNILAG.

October 2016 – October 2017.

AWARDS / ACHIEVEMENTS

2020 - Winner, The Brief Case; Livewithlynda Online Advertising Competition, (by AAAN).

2019 - Winner, Future Creative Leaders competition (Pitcher awards), Nigeria.

2019 - Winner, Future Leader of Marketing, Nigeria (ADVAN awards).

2019 - 2nd Runner-Up (Young Laifers, Undergraduate category) Lagos Advertising and Ideas Festival (LAIFawards).

2019 - Adman of the year (UNILAG, Mass Communication Students Awards).

2019 - Orator of the year (UNILAG Mass Communication Students Awards).

2019 - Most influential student (UNILAG, Mass Communication Students Awards).

2018 - Winner, ZEGIST Writing Competition.

2017 - 1st Place Runner-up, UN World Press Freedom Day Debate for Universities.

