ifioque ifioque1@gmail

I'll give you a lot of strangers' monies using the Miracle of Copywriting!

Senior Copywriter X Creative Strategist

FirstBank Since 1894 · University of Health Sciences Antigua · NordVPN · Sublime Films Limited

So, who is Ifiok Bernard

My name is Ifiok Bernard, and I am a Direct-Response Copywriter and Creative Strategist with 6 years of experience. I write a lot of very important stuff that companies and many other kinds of establishments need to convince their target audiences, and I write in such a way that readers cannot resist what those companies are selling, helping them stay profitable.

These things I write are called “copy" (don’t worry... it’s the same for plurals).

So, with these advertorial copy, I help businesses and individuals of any description to be the first choice to their potential customers. My work keeps speaking in establishments like Nord VPN; BBH HR Dubai; Government of Akwa Ibom State, Government of Delta State, and Government of Kebbi State, Nigeria; Polaris Bank Limited, and very many more.

These companies and individuals are a few of the many who have consistently enjoyed the quality of my work, and I can't wait to see your brand here after we collaborate. (zoom in)

University of Health Sciences Antigua

FirstBank Since 1894

POLARIS BANK

Avelve

Sublime Films Limited

CARADAH

NordVPN

KompleteCare

BBH Human Resources Consultancies

ecs global English Communication School

Risingwork

Lami Tanko

Hire me and I will
point your customers
in your direction

I work with...

1. Digital marketing agencies looking to get on the more profitable side of advertising
2. E-com brands & online stores trying to make sales & attract paying customers
3. Course creators & coaches who are looking to scale their digital products
4. Governmental & Non-Governmental Organizations (NGOs) and their campaigns

EMPLOYERS
I have worked with

BBH Human Resources - Dubai
Office of the Gov - Akwa Ibom State
Porter Metric - Miami, Florida
CT Productions - USA
Paragon Europe - Malta
Avelve Co. - Sri Lanka
Infosec Reporters - Cameroon
Polaris Bank Limited - Nigeria

CLIENTS I HAVE WORKED WITH

Dr. Taniv - Delhi, India

Carl-Enzo Jack Pisano - Italy

Dr. Valerie McDowell - USA

Government of Akwa Ibom State, Nigeria

Government of Kaduna State, Nigeria

Government of Delta State, Nigeria

Mr. Raphael Edem - SA, Public Affairs; SSA to the Governor of Akwa Ibom State on Brand Management and Marketing

Senator Ned Nwoko - Delta State, Nigeria

Mr. Ubong David - Area Manager, First Bank Nig, Uyo

Mr. Oluwaseyi Adelagun - Group Head, Polaris Bank, Uyo

Sublime Films LTD - Lagos, Nigeria

Caradah Construction - Abuja, Nigeria

KompleteCare - Lagos, Nigeria

Sa'aadatu Adamu - CEO, Secure-D-Future Initiative, Abuja

Promise Amahah - CEO, Nigeria Youth Farmers

Shirley Hills - CEO, Crustos Group, Abuja

Lucy Johnson - SMEDAN, Uyo, Nigeria

Shawarma Hut - Uyo

Lami Tanko - Abuja

Moon M-300

Liteweb Engine

310k
USD in ROAS
(Return on Ad Spend)

for American clients and agencies in just 2023 on Facebook ads

- 11 ads
- 28 ad sets
- over 2.3 million people reached

Core Competencies

Facebook ads

Unlock the power of Facebook advertising with compelling copy that will put strangers at ease to give you their money, even if it is their first time.

See more

Email sequences

Make good money from your email lists using periodic emails to sell your products and services.

See more

Website copy

Elevate your product page, landing page and even entire website into a compelling sales engine with precise copywriting methods.

See more

Ad Creatives

I develop killer strategies, headlines, design theory and targeting data for ads to hit the right audience and conversions.

See more

Video Scripts

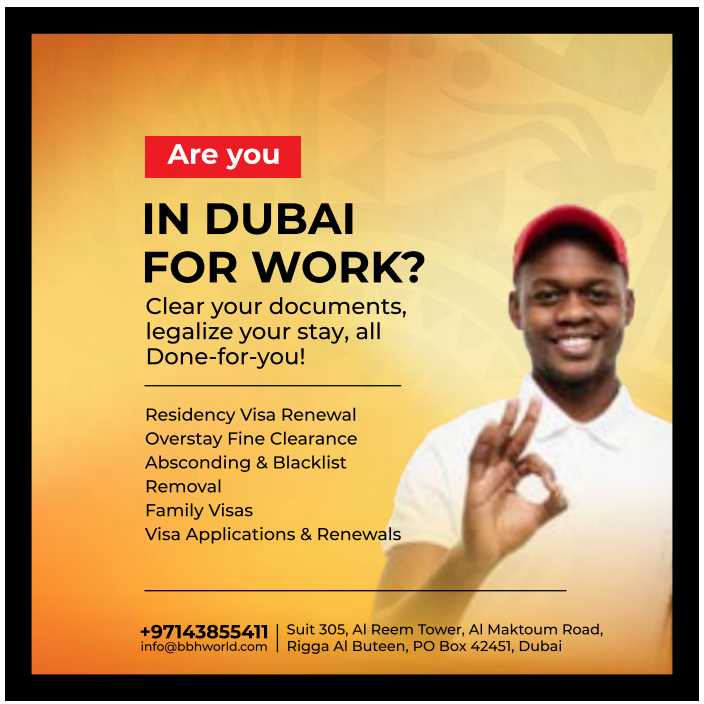
Get your audience hooked with powerful disruptive video scripts on Youtube and in your podcast.

See more

Creative Strategy

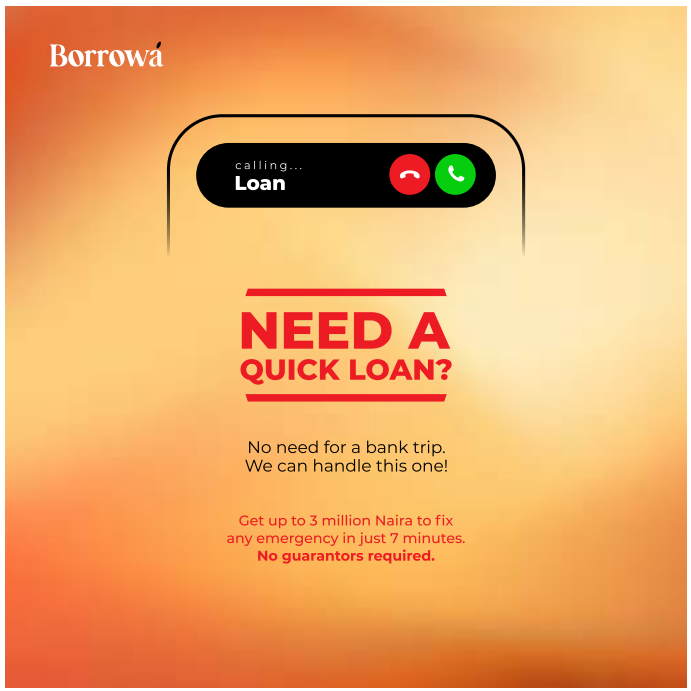
Facebook Ad campaign for Moon Systems, a man-portable backup solar solution for freelancers, remote workers, offices and other emergency power needs. The Headline options really heavily resonated with the Nigerian population where grid power is mostly unreliable. The launch had sales of 407 units in 2 weeks.

Creative Strategy



An immigration campaign for BBH Human Resources, Dubai, which targeted Africans relocating to the UAE, offering to assist them clear their documents and bring their families over. The ad was so effective, most of our customers confirmed they saw the ad even before they arrived in the Emirates (I did this be targeting Africans who were exploring discounts for UAE-bound flights).

Creative Strategy



An ad for Borrowa, a local peer-to-peer lending platform in Nigeria that offers small-time loans for emergencies with a very flexible repayment plan.

An ad creative sample prepared for a company that deploys nannies, housekeepers, drivers, assistants and other domestic aides for hire.

Creative Strategy

Ad creatives for My Virtual English Tutor, a low-budget, hands-on remote English Language perfection academy for non-native English speakers looking to write the IELTS, TOEFL, etc, for immigration

Some of my work

Script: "10 things Netflix is hiding about Pablo Escobar" on The Fugitive, one of the MOST WATCHED videos on the channel.

see work

Script: "9 people who were wrongfully convicted by the FBI" also published on the Youtube channel, The Fugitive.

see work

Some of my work

5 Best Influencer Marketing Strategies for Small Businesses, with Examples

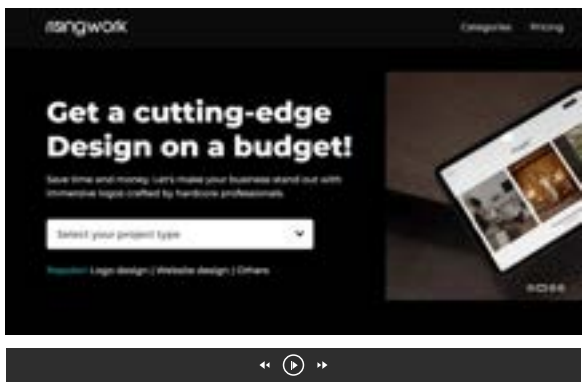
see work

Nigerian Wedding Party food Ideas that are non-negotiable

see work

Some of my work

A design agency's website content. I wrote this last year for a US-based LLC, Rising Work, as part of their launch.



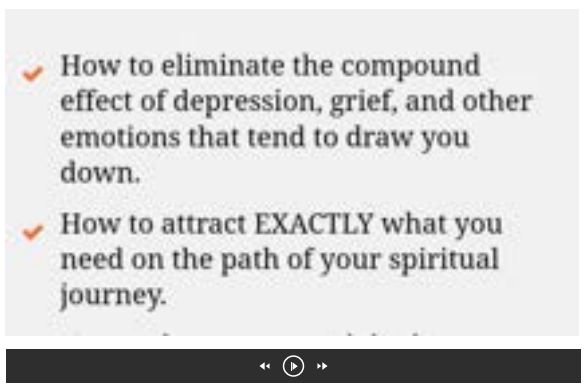
see work

A landing copy that I wrote for the Moon M-300, a solar power pack, which was launched about a month ago.

see work

Some of my work

I wrote the wireframe of this landing page for D'haram J., a spiritual specialist and mind healer resident in the US.



see work

A short introduction on cryptocurrencies and the volatile yet highly profitable potential of the market!

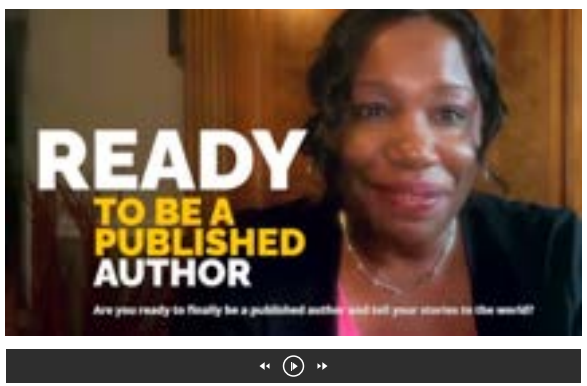
see work

Some of my work

Landing page for Valerie McDowell, an American author teaching new authors to write their books 100% by themselves.

see work

This is the Youtube script I wrote still for Valerie McDowell, and a link to the video ad after it was published.



see work

Some of my work

Facebook ad for Shaylene, American 5-figure Telemarketer who teaches the art of closing sales with success.

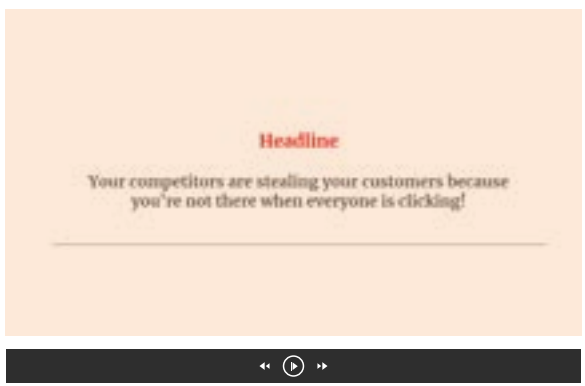
see work

Video ad and LED wall slideshow for BBH HR, one of Dubai's fast-rising consulting agencies for Black talent.

see work

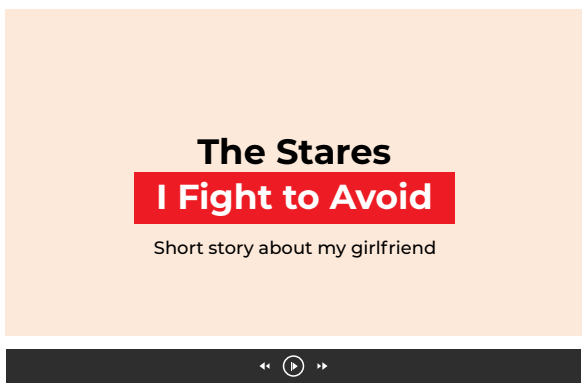
Some of my work

landing page copy for Oku, a digital marketer and course creator from Nigeria who teaches Facbook ads online.



see work

Short story: The Stares I Fight to Avoid



see work

...and more!

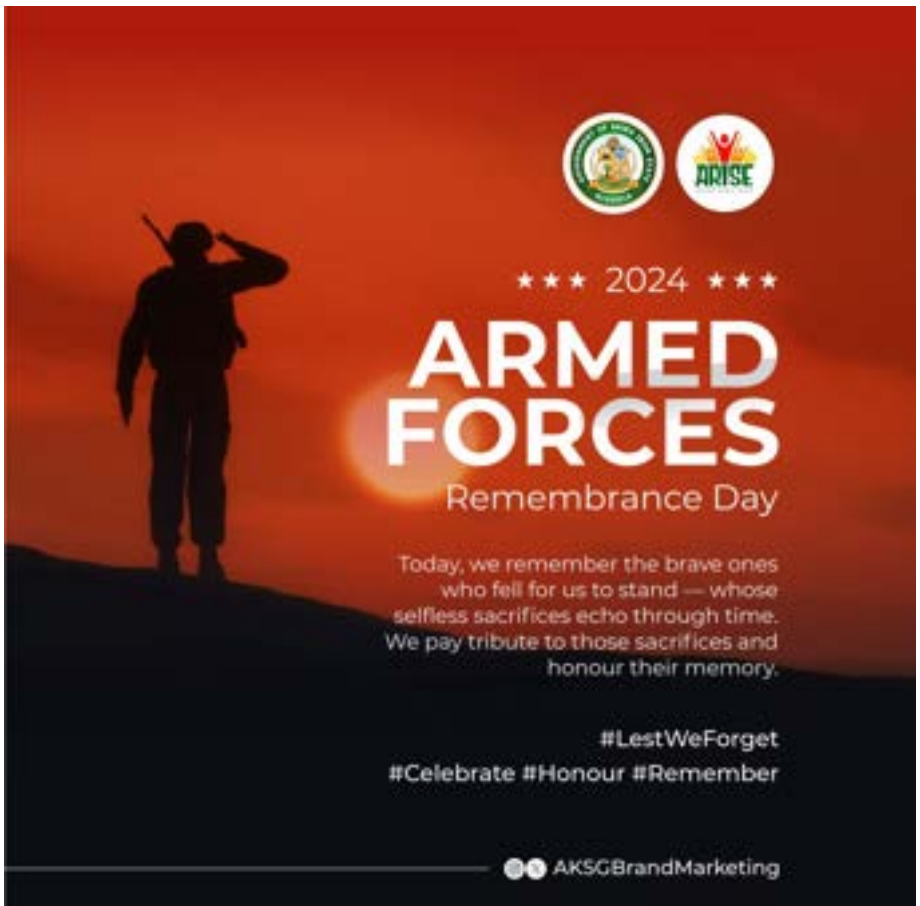
Other skills: Branding & Design

Other skills: Branding & Design

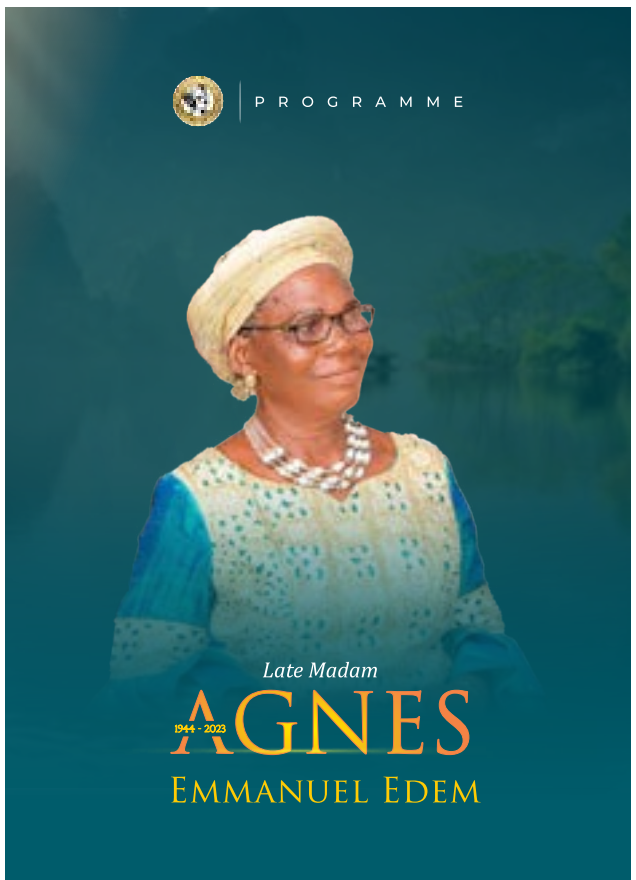
Other skills: Branding & Design

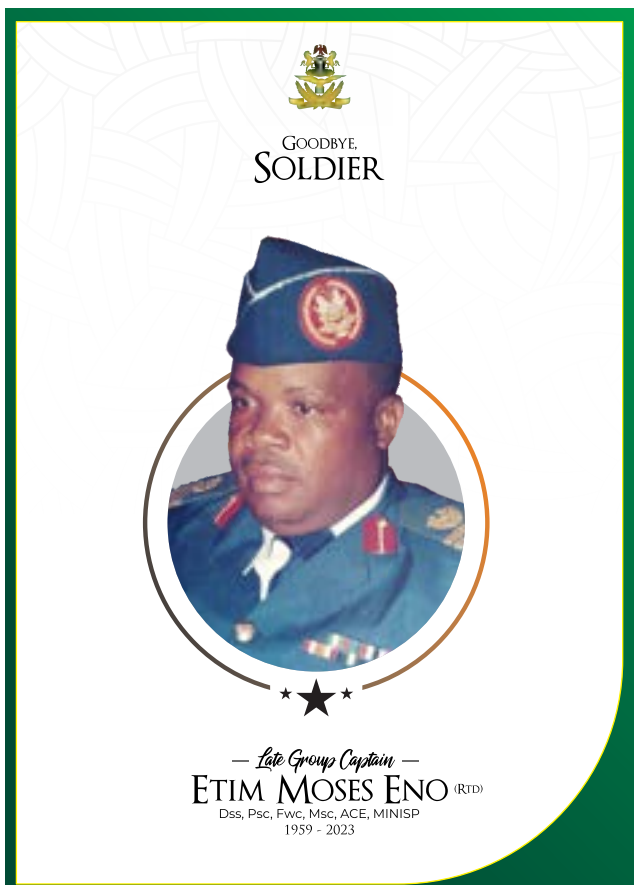
Other skills: Branding & Design

Other skills: Branding & Design

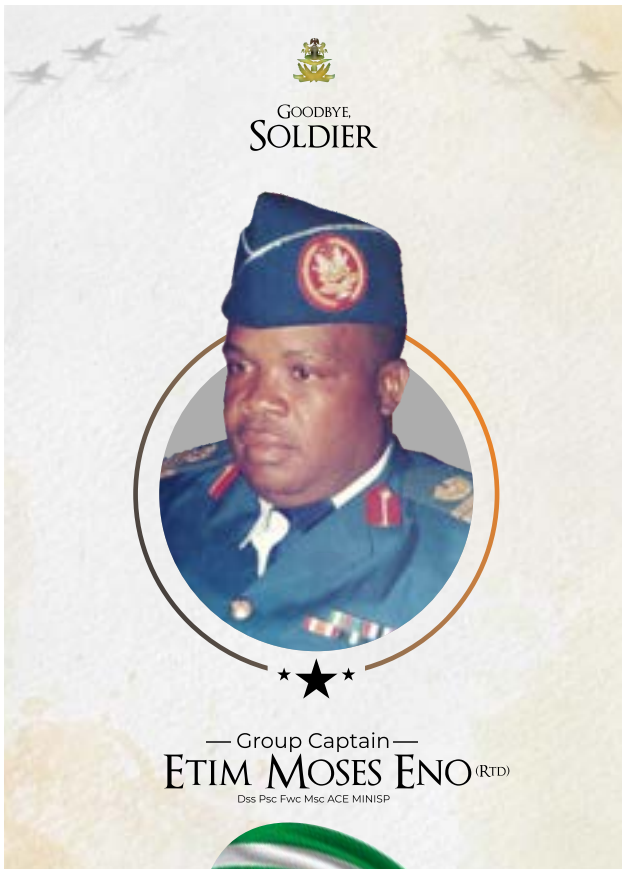


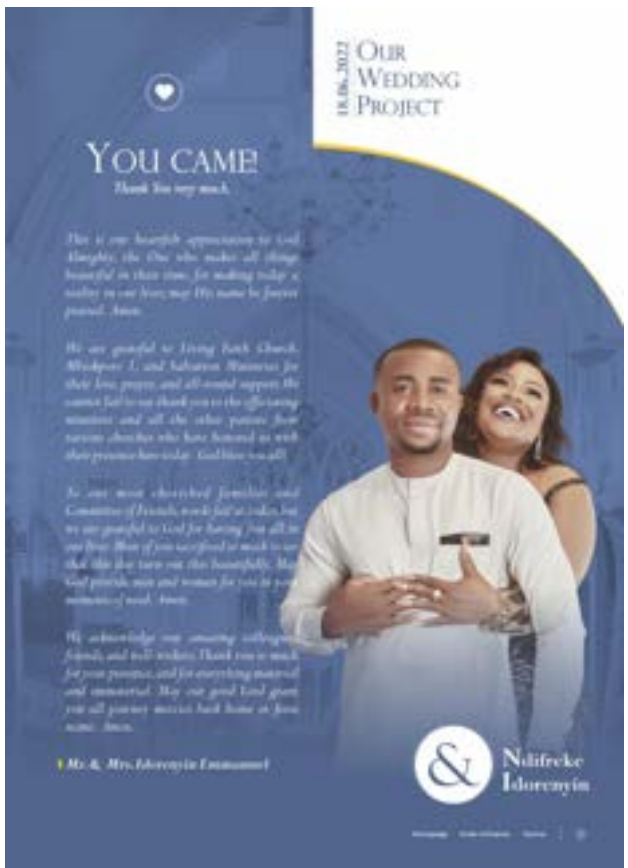
Other skills: Branding & Design





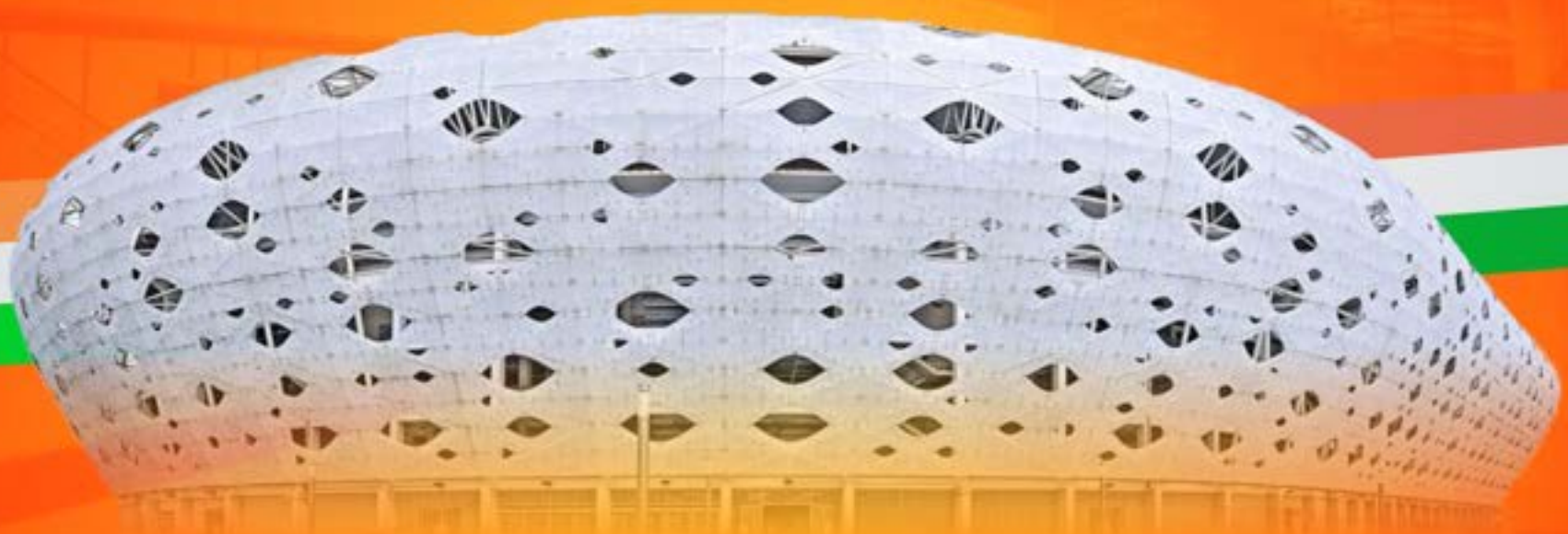
Other skills: Branding & Design





Akwa Ibom State Celebrates

World Tourism Day



Department of Brand Management & Marketing, Office of the Governor

AKSGBrandMarketing

#WTD2023

Other skills: Photography

My friend grabbing peanuts from a kid vendor

Akwa Ibom State, Nigeria | May, 2021

shot with Xiaomi Note 11 Pro

Ground view of Hotel Lewat, from 6th Floor

Central African Republic | December 2021

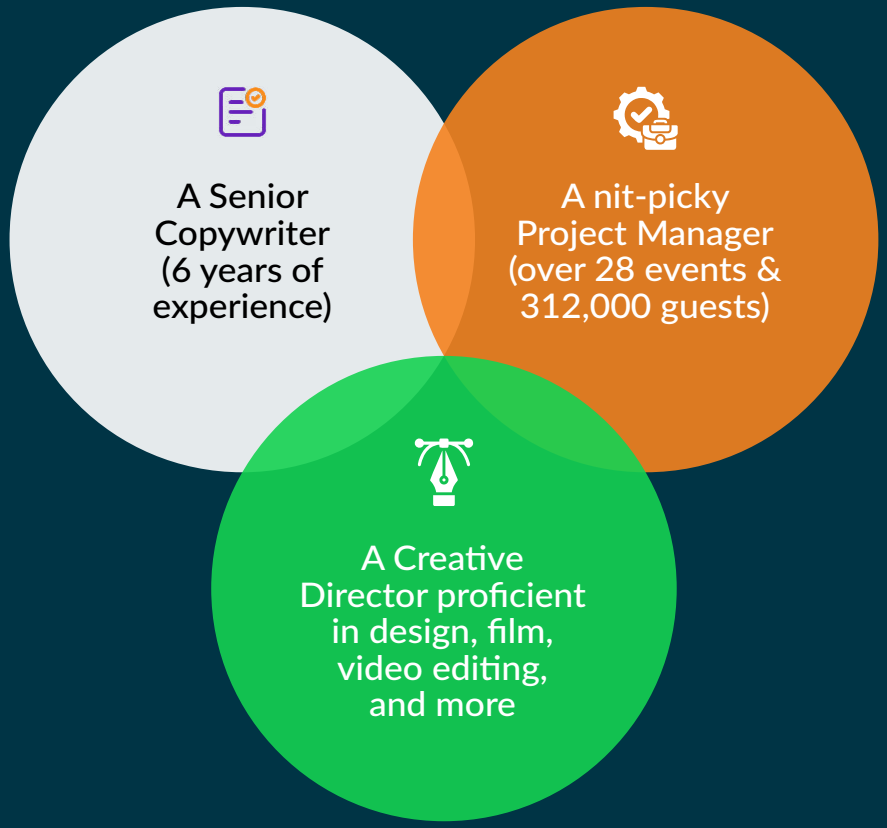
shot with Xiaomi Note 11 Pro

One of the oldest Qua Iboe Church Congregations in Akwa Ibom State

Rear shot of a moving dirt truck that I shot from the back of a moving bike

Side profile of the Godswill Akpabio international Stadium, Uyo

So, this is what you get **when you work with me:**



Kindly reach me!

ifioquewrites@gmail.com
08146864507
ifioque

Cheers to the magic we'll create together!