

GILLIAN BRENDAN.

COPYWRITER

📞 2347035747166

✉️ Gilliannbrendan@gmail.com

🏠 MUSHIN, LAGOS STATE

PROFESIONAL PROFILE

Skilled copywriter with 2 years of experience creating high-quality content for various platforms and mediums. Proficient in conducting research, crafting engaging copy, and developing creative concepts that bring brand messaging to life. Strong understanding of branding and marketing principles resulting in effective campaigns and increased conversions.

WORK EXPERIENCE

COPYWRITER | (CONTRACT STAFF). | DEC 2024 – APRIL 2025

- Develop creative concepts and write compelling copy for various advertising campaigns including print, digital, TV, and radio ads
- Collaborate with art directors and account executives to ensure consistency in messaging and brand identity
- Conduct market research and analyze target audience behavior to inform messaging and creative direction

FREELANCE COPYWRITER | JUNE 2023 – PRESENT

- Worked with various clients to create copy for websites, product descriptions, email campaigns, and social media posts
- Conducted interviews and research to ensure the accuracy and relevance of content
- Provided regular updates to clients and incorporated feedback into revisions
- Demonstrated flexibility in adapting to different brand voices and styles

EDUCATION

BACHELOR'S DEGREE OF MICROBIOLOGY

University of Benin | 2019

MASTER'S DEGREE OF PUBLIC HEALTH

National Open University | 2024

SKILLS

WRITING

RESEARCH

SEO SKILLS

STORYTELLING

MARKETING