**ELLA MILLER I.N**

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**Profile**

Creative and detail-oriented Marketing Copywriter with a strong determination to achieve extraordinary results and ability to work in fast-paced business environments. Skilled in news, entertainment, political writing. Creating new email campaigns, managing blogs, and producing content for social media is not an exception. Proficient multi-tasker and time manager who delivers persuasive and engaging copy under tight deadlines.

**Core Competencies**

* Writing and editing
* Social media and website material
* Expertise in blogging platforms
* Project management
* Design development

**Professional Experience**

**Marketing Copywriter – October 2019 – November 2020**

**Plasma Creations Company** - Delta, Asaba.

* Worked on the development and implementation at new email campaigns to increase sales and brand awareness as much as possible – increased sales by 55% within one year.
* Assisted in the management of the company’s blog, produced and reviewed original blog posts, and collaborated with colleagues on the creation of digital content for multiple social media platforms, such as instagram, Facebook and Youtube.
* Optimized all digital promotional campaigns, worked on the improvement of SEO.
* Worked closely with multiple multimedia professionals and Marketing Executives, conducted e-commerce research, and produced monthly marketing newsletters.
* Awarded Employee of the Month for achieving excellent results and constantly performing great work

**Office Clerk – July 2019 – September 2019**

**Plasma Creations Company** - Delta, Asaba.

* Delivered expert clerical support by efficiently handling wide range of routine and special requirements
* Tracked and recorded expenses and reconciled accounts to maintain accurate. Current and complaint financial records.
* Drafted professional memos, letters and marketing copy to support business objectives and growth

**Freelance Copy Writer**

* Developed and maintained database of high quality boilerplate copy enabling faster service and turnaround for time-sensitive projects.
* Checked and corrected grammatical and spelling errors in diverse documents
* Researched content and grammatical issues to check accuracy of information

**Marketing Writer**- Remote

**Enotel Hotel** - Delta, Asaba.

* Work with project coordinators to assess advertising copy needs and complete projects quickly.
* Provided engaging copy for billboards, flyers, email campaigns and social media posts.
* Translated corporate goals and marketing strategies into specific copywriting tasks.
* Brainstormed ideas and actively participated in project meetings.
* Wrote a copy that was smart, fun, and interesting to wide audience range

**Education**

**University of Nnamdi Azikiwe –** Anambra State, Awka

**Expected year of Graduation – 2023**

**Language:** Conversational Proficiency in English

**Interests:** Playing video games, Surfing the web, watching Football(especially uefa champions league matches)