

FREELANCE WRITING PORTFOLIO



About Wuraola Akanbi

With a background in biochemistry and experience in customer support, Wuraola blends research, empathy and a friendly writing style to bring ideas to life.

Beyond writing Wuraola also enjoys design, reading books, and learning new languages. Hobbies that keep her mind sharp and inspire fresh ideas for her work.



SERVICES

Writing that’s clear, relatable, and backed by research.
These are the services I offer to help your brand or project shine.

1. Brand & Business Content

Crafted to help you reach, engage, and grow your audience:

- Blog posts & articles
- How-to guides & tutorials
- Website copy & landing pages
- Newsletters & email content

2. Research Based and Technical Writing

For science, health, education focused clients or anyone who needs depth and accuracy:

- Research-backed articles
- Project and seminar topics
- Editing & proofreading of academic papers and thesis

Why work with me?

- A friendly, conversational writing style your readers will love.
- Solid research skills backed by a degree in Biochemistry.
- Empathy and understanding from experience in customer support.
- Commitment to clarity, accuracy, and your brand’s unique voice.

Misty Thrift Contribution

Social Media Copy

01 Background

Misty Thrift Contributions is a small savings platform that helps individuals and small business owners save money easily through traditional thrift contribution groups (also known as Ajo, Esusu, or Adashe).

They offer flexible saving plans, simple schedules, and aim to make community-based saving safer, more trusted, and accessible.

02 Solution

I created an informative and friendly post, introducing the concept of thrift savings, explaining how they work, and stated the benefits to spark interest.

I introduced Misty Thrift Contribution as a reliable brand they can join to start saving. I also designed a simple flyer to visually represent the brand which included contact details of the brand, making it easy for potential customers to take action.

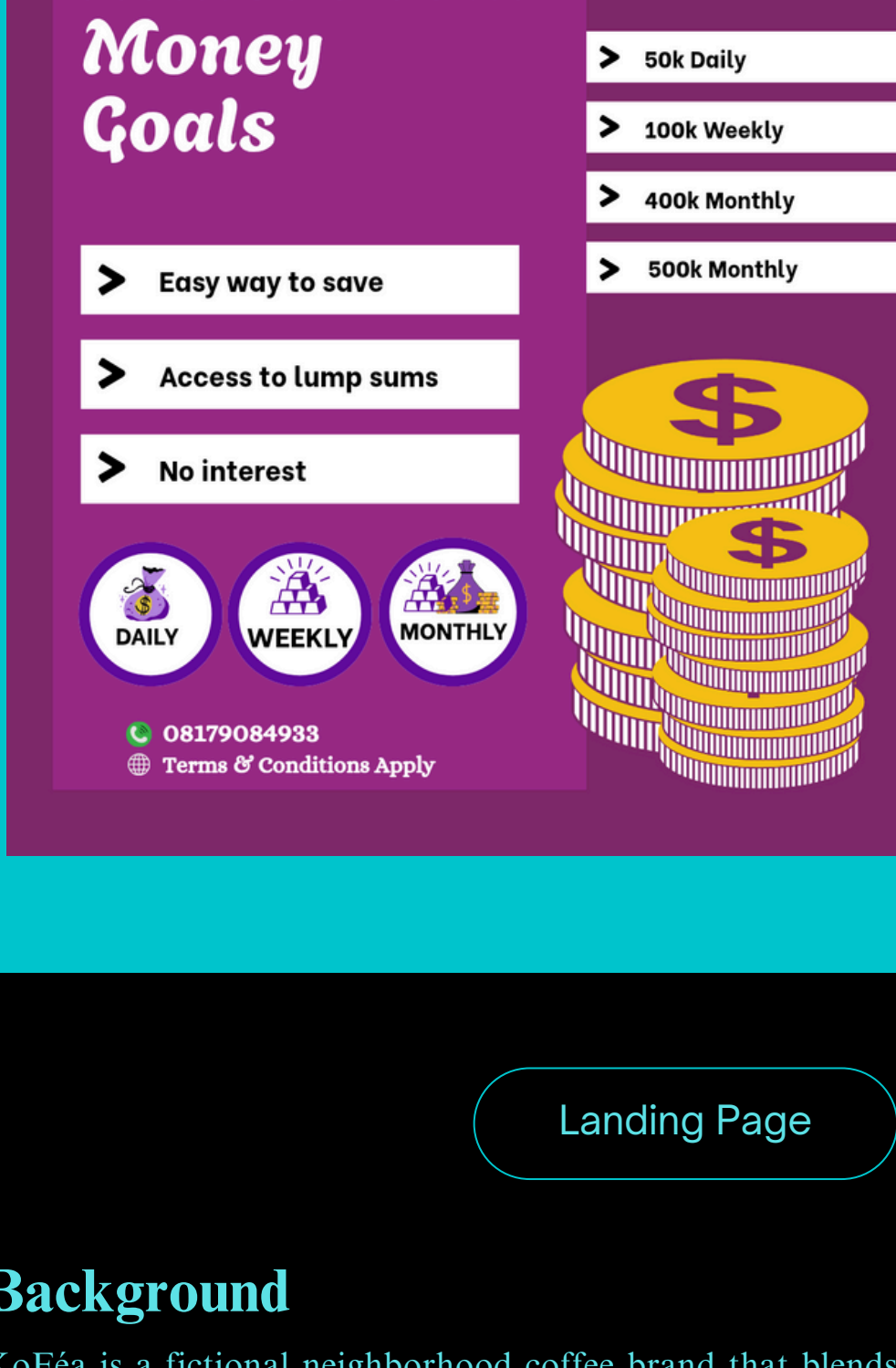
MISTY THRIFT CONTRIBUTION GROUP

First off, a thrift contribution group also known as Ajo, Esusu or Adashe, is a popular way to save money in many communities dating back several decades. It works like this, a group of people agree to contribute a fixed amount daily, weekly or monthly. Each cycle, one member collects the entire sum and this is repeated until every member of the group has received their share. I bet the majority of us know this, right?

Now to the benefits of joining a thrift group. Saving towards a goal is how most people are able to achieve those goals but not everyone is financially disciplined. So saving in groups helps members stay accountable, making their goals achievable. Whether it’s starting a small business, paying bills like school fees or rent, making a big purchase. All this without unnecessary pressure of interest and bank charges.

To get started, find yourself a trusted group, it could be among friends, family, coworkers or even a trusted and reliable organisation (emphasis on “trusted”). Choose an amount, set a schedule, and understand the rules. Being disciplined with your contributions can also make saving a lot easier and even more enjoyable.

A trusted and reliable body you can reach out to is Misty Thrift Contributions. They offer various saving plans and schedules. All you have to do is contact them, pick a plan that works best for you and you’re just a few steps away from achieving your money goals.



KoFéa

Landing Page

01 Background

KoFéa is a fictional neighborhood coffee brand that blends the warmth of a local café with the convenience of modern coffee culture.

Customers can enjoy a relaxing cup in-store or grab signature blends to brew at home. All crafted to bring people together over great coffee and meet their needs.

02 Solution

To help KoFéa connect with its neighborhood customers and attract new visitors, I created: A warm, inviting landing page — encouraging coffee lovers to discover KoFéa’s café space and explore their fresh seasonal drinks, supported by a special discount offer to drive first visits.

A friendly newsletter, announcing the launch of the new Vanilla Cream Latte and inviting regulars and new guests alike to stop by and experience the cozy atmosphere and comforting flavors. The copy blends KoFéa’s welcoming, local café feel with clear calls to action, highlighting the brand’s mission to bring people together over thoughtfully crafted coffee.

Landing Page Copy

KoFéa

Welcome to KoFéa ☕️
Your neighborhood café, crafted for comfort.

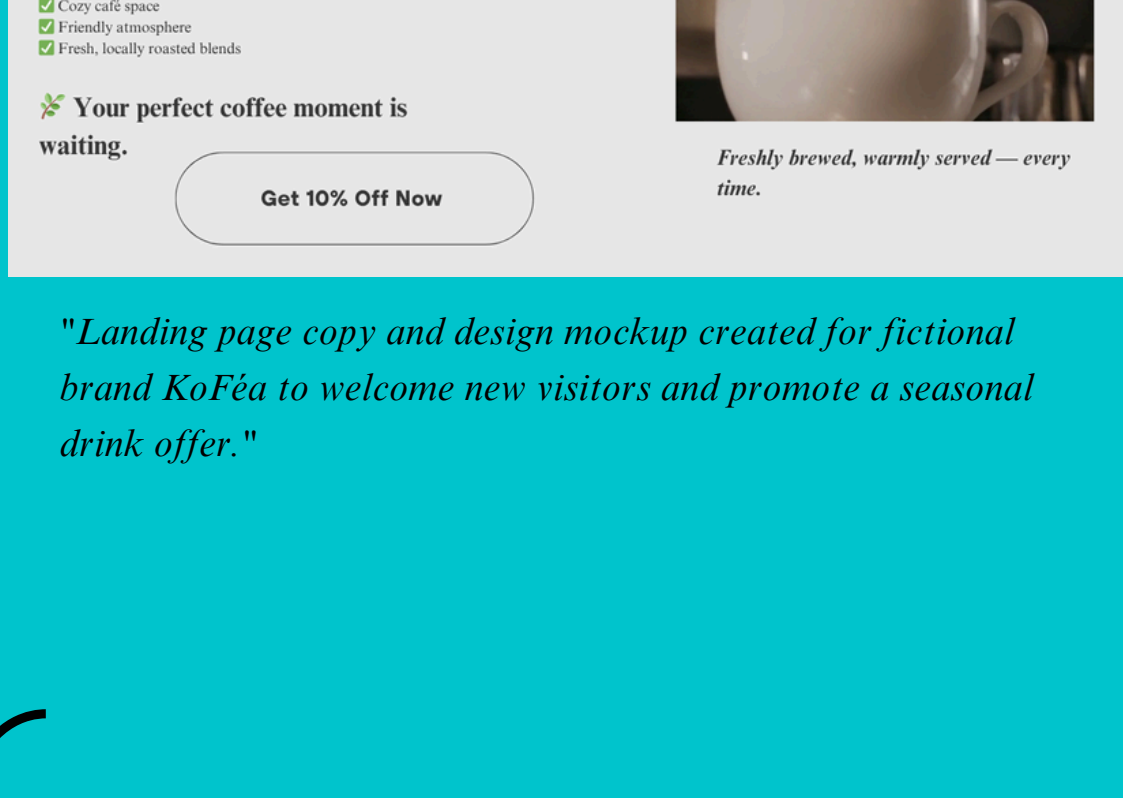
Step into KoFéa and discover more than just coffee. From classic espresso to our new Vanilla Cream Latte, every cup is brewed to bring warmth and connection to your day.

As a special welcome, enjoy 10% off your first visit — whether you’re stopping in for a quiet moment, catching up with friends, or exploring our seasonal specials.

- ✓ Cozy café space
- ✓ Friendly atmosphere
- ✓ Fresh, locally roasted blends

☕️ Your perfect coffee moment is waiting.

Get 10% Off Now



"Landing page copy and design mockup created for fictional brand KoFéa to welcome new visitors and promote a seasonal drink offer."

Newsletter Page Copy

Taste the New Vanilla Cream Latte

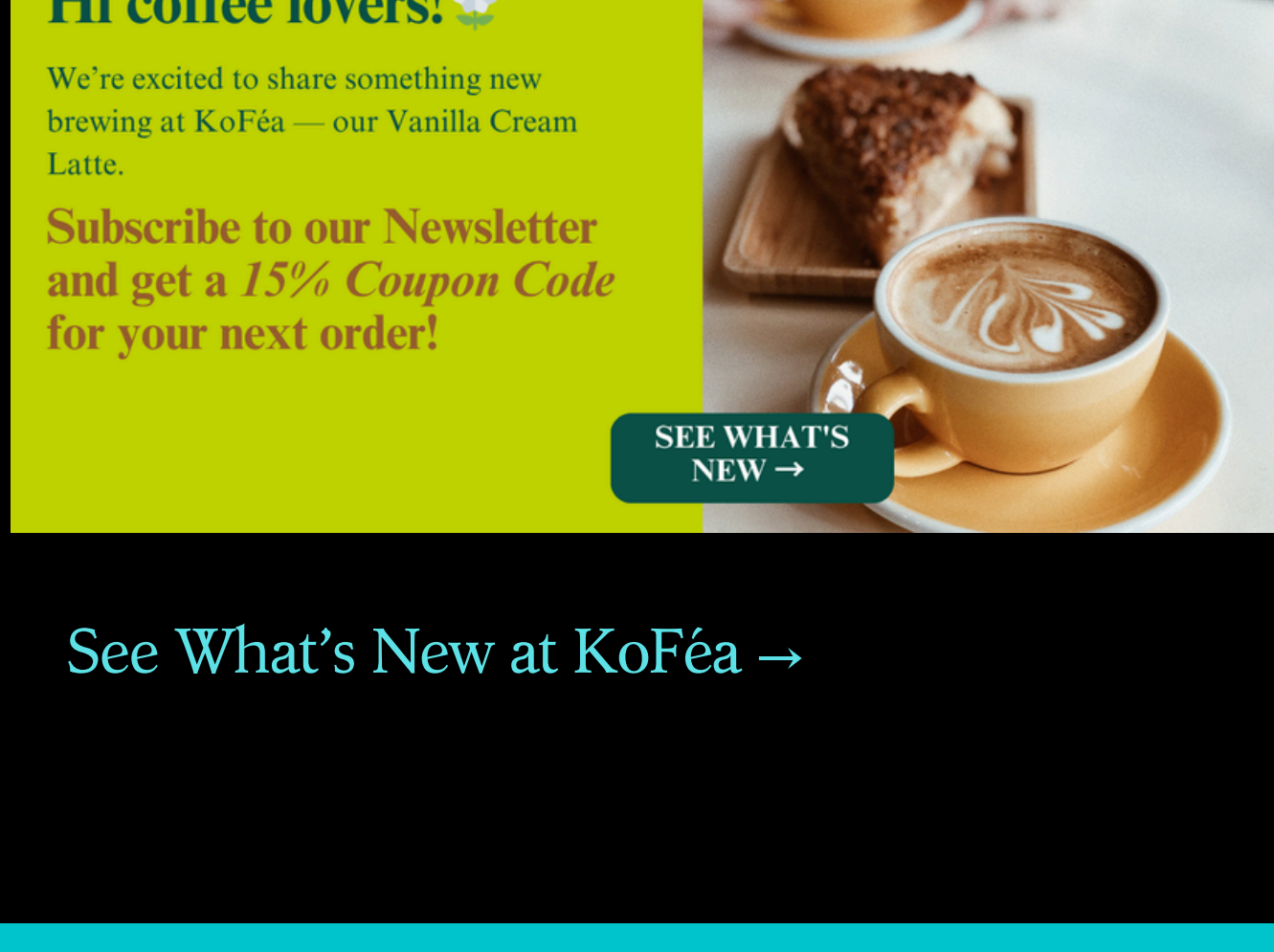
Hey coffee lovers! ☕️

We’re excited to share something new brewing at KoFéa — our Vanilla Cream Latte. Smooth espresso, creamy steamed milk, and a touch of warm vanilla come together for a comforting treat, perfect for slow mornings or cozy afternoons.

Come by this week to try it out, soak in the warm atmosphere, and enjoy 10% off your first visit.

☕️ We’d love to welcome you in.

Warm sips,
The KoFéa Team



See What’s New at KoFéa →

Project Work

Effects of Interactions of Manganese, Calcium and Cobalt Ions on Protein Tyrosine Phosphatase Activity from *Streptococcus thermophilus*

For my biochemistry project, I explored how metal ions affect enzyme activity in *Streptococcus thermophilus*.

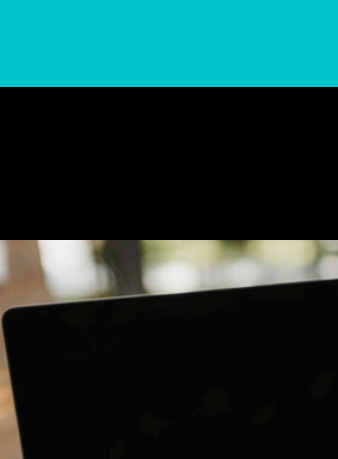
It taught me to explain complex topics clearly — a skill I now use in writing research-based content.



Figure 1: Structure of the human PTP catalytic domains.
Source: Barford et al., 1994



Figure 2: Common PTP catalytic mechanism
Source: Zhang, 2002



Effect of the interactions of manganese and calcium ions on *Streptococcus thermophilus* protein tyrosine phosphatase (St-PTP) activity catalyzed hydrolysis of para-nitrophenyl phosphate (pNPP).



Figure 3: (a) Michaelis-Menten and (b) Lineweaver-Burk plot of *Streptococcus thermophilus* protein tyrosine phosphatase (St-PTP) catalyzed reaction of para-nitrophenyl phosphate (pNPP)

Work with Me

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