

# OMOLERE GODWISE

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## BRAND COPYWRITER

I look at a company. I look at its product, I look at its business values and business position, and I build a personality likable to its consumers. I find and invent ways to distil the essence of the brand in all communication media. I design creative methods to express brand qualities in the voice of the brand and in the language of our customers. I believe in principles, I believe in the pragmatic. I believe in building and communicating quality brands..

## STRENGTHS AND EXPERTISE

- Consumer Segmentation
- Brand House Development
- Perceptual Mapping
- Brand positioning statement
- Manifesto development
- Creative writing
- Copywriting
- Brand campaign design

## WORK EXPERIENCE

### Seyore

Developed the brand house; including all constituent elements  
Craft content for publication in line with brand voice and personality

February 2023 - January 2024

### CantorandtheWord

Developed the brand house; including all constituent elements  
Craft content for publication in line with brand voice and personality

January 2022 - September 2022

### Fiverr

Craft brand slogans for products and companies Creative content writing  
Speech writing

January 2021 - September 2022

## EDUCATION

### Storytelling in Branding and Content Marketing

IE Business School

### From Brand to Image: Creating High Impact Campaigns That Tell Brand Stories

IE Business School

### Brand Identity and Strategy

IE Business School

### Viral Marketing and How to Craft Contagious Content

University of Pennsylvania

### Game Theory

Stanford University, The University of British Columbia

### Petroleum Engineering

Federal University of Technology Owerri

