

ANSELM LUMUMBA

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### **OBJECTIVE:**

Results-driven Copywriter with expertise in crafting engaging and actionable content. Seeking a challenging position with Solera to leverage my skills in content creation, brand voice development, and marketing strategy to drive audience engagement and achieve organizational goals.

### **SUMMARY:**

Highly skilled Copywriter with a passion for transforming industry-related topics into compelling narratives. Proven track record in conducting thorough research, crafting audience-centric content, and ensuring brand consistency. Possesses a deep understanding of content marketing strategies, cloud-native technologies, and an eye for detail. Excels in fast-paced, deadline-driven environments while maintaining a strong commitment to quality and collaboration.

### **EXPERIENCE:**

Copywriter | free-lance writer |

NYAKWAR OPERE WRITING AGENCY

January 5 2023- current

### **DUTIES:**

Collaborated with the Content Marketing Manager and team to research industry-related topics and develop engaging, educational, and actionable content.

Crafted long- and short-form content pieces, including eBooks, blog posts, case studies, whitepapers, and video scripts.

Assisted in the creation of effective ad copy for print and digital campaigns, driving brand awareness and promoting products and services.

Reviewed and proofread content to ensure adherence to brand standards and style guidelines.

Managed delegated tasks independently, effectively prioritizing and multitasking to meet project deadlines.

Worked closely with Marketing stakeholders to deliver high-quality assets and support marketing initiatives.

**SKILLS:**

Expertise in writing long- and short-form copy in the voice of a Sage brand archetype.

Strong understanding of cloud-native, AI-enabled, platform-based edge technologies.

Solid grasp of content marketing strategies and the ability to create content that resonates with target audiences.

Problem-solving skills, with the ability to think creatively and develop innovative solutions.

Excellent communication skills, both written and verbal, with a keen attention to detail.

Deep appreciation for Oxford commas and commitment to grammatical accuracy.

Internal or commercial agency experience, providing valuable insights into industry best practices.

Proven ability to prioritize tasks, manage multiple projects, and adapt to changing schedules.

Knowledge of proper delivery formats and technical specifications in print and web spaces.

Proficient in designing marketing materials using Adobe Creative Suite.

**EDUCATION:**

Bachelor of Science in Applied statistics with programming

Murang'a University of Technology

2019-2023

**PORTFOLIO:**

Please visit [[link to your portfolio](#)] to view a selection of my work and examples of adherence to style guide or branding requirements.

**REFERENCES:**

Brandon Opere

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