



PATRICK YONGO

Copywriting to Grow Business

COPYWRITER | E-MAIL MARKETING | SEO STRATEGY

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SUMMARY

A passionate writer and researcher, career Quality Assurance worker, with a background in Sales and Marketing. Committed to learn and apply new strategies in the digital space to promote businesses. I am eager to begin work as a Freelance Copywriter for website, E-mail and Social Media Marketing.

PROFESSIONAL EXPERIENCE AND EXPERTISE

Pharmaceutical Quality Assurance: 2011-2022, Cosmos Pharmaceuticals Ltd

Validation Supervisor: I have vast knowledge and experience about collection of data, analysis, and reporting in order to justify policy and operation guidelines for the company.

Quality Assurance Team: As an integral part of QA department I consistently submitted my tasks in a complete and timely manner. These would include documentation of Facility, Utility, Equipment and Process Validation.

Key Achievement:

- Completed 100+ initial validation documentation of, equipment and processes
- Introduced 2 new SOPs: **Quality Risk Management** | **Data Integrity and Management**

Medical Representative and Business Manager: 1996-2010, Various Pharma Distribution Agencies

Sales and Marketing: Gained valuable skills and experience on the promotion of pharmaceutical products by detailing (product description) to the medical professionals and direct selling to retailers and distributors.

Sales Management: As Manager of a product line I have hands on experience on how to plan and implement an effective marketing plan including segment targeting, marketing materials, personal visits and establishment of customer relationships.

Key Achievement:

- Established 3 Brands onto Kenyan pharmaceutical market, **Zyncet**, **Tagera** and **Hemsamic** within 2 years of sales and marketing.
- Managed to add a blood sugar testing system (**Accucheck**) into about 60 major hospitals in Kenya after one year of launching.

EDUCATION:

Bachelor of Science Degree I Biochemistry
University of Nairobi, Kenya

LANGUAGES:

English, Kiswahili

CERTIFICATION (Ongoing):

- Google Analytics 4 Certification from Google Skillshop
- SEO Course Certification from Hubspot Academy.
- Email Marketing Certificate from Hubspot Academy.

Activities: Masterclass tutorials on Copywriting, SEO, Email and Social Media Marketing by Google, Semrush, Hubspot, Udemy, Coursera.

PASSION: Research & Writing

The challenge of a new purpose-focused writing project, and all processes leading to the successful completion is a delightful adventure. The smile and words of appreciation from a happy client is my pleasure.

STRENGTHS

Marketing Awareness: Consistently increased sales by 100% or more within the deadline 6 month period by strategic implementation of customer-focused marketing plans and use of materials.

Writing and Research: Successfully completed validation documentation for 100+ equipment, 4 utility systems, 150+ processes.

Creative: Ability to generate innovative ideas to engage and inspire the target audience to action.

Detail-Oriented: Purpose-focused to create engaging, concise and persuasive and impactful copies.

Adaptable and Flexible: I quickly and smoothly transitioned from pharmaceutical sales to pharmaceutical quality assurance. Ready to learn new marketing strategies.

Team Collaboration: Proven ability to work well in team environment.

SKILLS

Copywriting:

Creative use of words and images to produce engaging, concise and persuasive copies for website.

SEO Marketing:

Strategic application of SEO principles to secure more organic traffic, greater visibility on search engines for more leads and conversions.

Email Marketing: Crafting of E-mail copies to connect with customers, build brand awareness and establish relationships. Optimized landing pages for excellent user experience.

Social Media Marketing: Taking advantage of the wide reach, interactive nature and data analytics to custom-write copies for more customer segments on social media platforms.

Technical Writing: Drafting of complete and competent Instruction manuals, SOPs, Product description, Master Plans, Validation protocols and reports.