

Lawrence Ogri

Copywriter & Content Writer

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I have 3 years of writing sales copy and content for multi-million dollar marketing agencies and print advertising companies. I am an experienced B2B and B2C writer.

Professional Experiences

Copywriter & Content Writer

[4OVER4.COM](#), New York, USA

March 2022 - till date

4OVER4 has printed over 5 billion cards since 1999. We target small business owners and executives who want to grow their businesses through conventional marketing.

- Wrote naturally-sounding [SEO articles](#) that made the 1st page on Google for print products such as business cards, postcards, flyers, hangtags, labels, and stickers
- Research customer needs to write copy that improved conversion for new and existing print products
- Promote brand awareness and customer attraction through written content on similar high-traffic blogs
- Planned the daily [social media posts](#) and hashtags on platforms such as LinkedIn, Facebook, and Instagram, resulting in a nearly 50% increase in followers and engagement within 6 months
- Wrote offers for holidays such as Christmas and Labor day to drive up sales by 35%
- Proofread and edit new and existing content to ensure it's 100% accurate and plagiarism-free

Writer & Digital Marketer

[Lawrence Ogri Blog](#), Calabar, Nigeria

October 2021 - February 2022

I publish content related to writing, sales, and marketing on my blog.

- Used WordPress to publish and edit weekly blog posts.
- Performed keyword research, on-page SEO, and other content marketing best practices to improve visibility by 50%.
- Produced and edited blog, social media, and landing page copy.
- Utilized Google Search Console, Google Analytics, and AHREFS to optimize the site for search engines.

Website Developer & Tutor

[Dial A Website](#), Ikeja, Nigeria

October 2019 - March 2021

Dial a Website is a professional website design agency specializing in website design, development, and maintenance.

- Built and managed websites for clients using WordPress CMS
- Tutored front-end website development to batches of 10+ students

Customer Support Representative

[Hotels.ng](#), Yaba, Nigeria

November 2016 - August 2017

Hotels.ng is Nigeria's biggest hotel reservation agency, with over 13,000 listed hotels.

- Listened to customer's specifications, recommended, and processed suitable lodgings, resulting in 99% guest satisfaction
- Follow-up via calls and emails confirming client reservations, thus complaints by half
- Communicate on channels such as Slack and Producteev to log booking details for easy reference and follow-up

Education

2010

Computer Science

Federal Science College, Ogoja

Skills

- Experienced copy and content writer
- Excellent understanding of British and American English
- Skilled SEO content writer
- Versed with Canva for graphic design
- Conversant with WordPress CMS (Content Management System)
- Social Media Management

Tools & Technologies

- Grammarly
- Copyscape
- Microsoft Office (Word, Excel & PowerPoint)
- HTML & CSS
- Notion, Slack, & Zoom
- Google Apps (Drive, Docs & Sheet)