

OLUSANYA AKANMU

MARKETING COPYWRITER / FINANCE CONTENT WRITER

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Lagos, Nigeria

PROFESSIONAL SUMMARY

Expert marketing/finance copywriter with over 5 years' experience in content generation and marketing. Result-driven and written tons of press releases, blog content, and whitepapers. Excellent copywriting skills with ability to create authentic content with compelling language.

CORE COMPETENCIES

- SEO/ blog writing
- Finance writing
- Marketing copywriting
- Direct response copywriting
- Press releases
- WordPress
- Content writing
- SEO copywriting
- Social media copywriting
- Brand copywriting
- Email copywriting
- Technical writing

WORK EXPERIENCE

Freelance Content Writer (Remote)

Jan 2022-

[Bit.com](#)

- Write reviews and guides on latest cryptocurrencies and digital assets.
- Maximize site traffic by utilizing search engine optimization keywords.
- Stay current on industry trends for possible opportunities to attract new readers or create stronger and more engaging content

Discord/ Content manager (Remote)

Nov 2021- Jan 2022

Web 3 tribe

- Coordinated and moderated activities on a discord server.
- Published content on the nft, web 3 and cryptocurrency channels of the server daily
- Answered FAQs on web 3
- Promoted web 3 tribe's activities and saw members increase by over 1000%
- Wrote weekly email newsletters to subscribers.
- Informed members on the latest web 3 and nft projects.

Blockchain Copywriter (Remote)

Jan 2021- Jan 2022

Apex Digital, UAE

- Conducted in-depth research on industry-related topics in order to develop original content.
- Developed content for blogs, articles, product descriptions, social media, and the company website.
- Assisted the marketing team in developing content for advertising campaigns.
- Proofread content for errors and inconsistencies.
- Edited and polished existing content to improve readability.
- Conducted keyword research and using SEO best practices to increase traffic to the company website.
- Created compelling headlines and body copy that will capture the attention of the target audience.
- Identified customers' needs and recommending new content to address gaps in the company's current content.
- Developed related content for multiple platforms, such as websites, email marketing, product descriptions, videos, and blogs

Freelance Writer (Remote)

Sept 2021- Dec 2021

[Scribbly](#)

- Wrote weekly cryptocurrency and finance related topics
- Edited articles of other freelancers.
- Wrote 50+ glossaries for Hashnode.com.

Carritade

- Developed whitepaper
- Researched and pitched ideas for content to promote DeFi in the caribbean
- Wrote 20+ articles that targeted the young population in the region

EDUCATION

- **Introduction to Google SEO** **2021**
University of California, USA
- **Bachelor of Technology (BTech), Bitcoin and Cryptocurrency Technologies** **2019**
Princeton University, USA
- **Bachelor of Pharmacy (B.Pharm)**
Obafemi Awolowo University 2013-2019

NOTABLE PROJECTS

- **Crypto SEO Blogs (200+)**
- **Press releases (50+)**
- **White papers (6)**
Pointzap, UAE 2022
Battle Royale, Pakistan 2022
CarriTrade, USA 2021
DogeTron, USA 2021
Moonflash, UK 2020
DigiToken, Australia 2020
- **NFT Roadmaps (2)**
ScareCrows, Morocco 2021
SolArt, USA 2021