

Beyond Service Year – Campaign

Copywriting Samples

I worked as the **lead content writer** for Beyond Service Year's July 2025 promotional campaign, overseeing a team of six writers. In addition to creating content myself, I reviewed and edited all social media copy across LinkedIn, Instagram, X (Twitter), Facebook, and WhatsApp to ensure consistency in tone and message.

Campaign Goal

Drive attendance for a 3-day virtual webinar on youth empowerment and career direction for Nigerian NYSC members and fresh graduates.

Result

BSY gained 1,200+ community members in three weeks, with strong attendance throughout the 3-day webinar.

My Contribution

- Led creative direction and messaging tone for the campaign
- Wrote core promotional assets used across LinkedIn, X (Twitter), Facebook, WhatsApp, and Instagram
- Reviewed and edited all copy submitted by the campaign content team to ensure clarity, tone alignment, and cross-platform consistency
- Created urgency and relatability through voice-of-customer hooks and high-emotion storytelling

Sample Copy Highlights

Some of the copies I wrote for the campaign were:

LinkedIn Copy

THEY SAID, "CONGRATULATIONS ON COMPLETING NYSC."
BUT FORGOT TO TELL YOU WHAT COMES NEXT

200+ job applications. 3 interviews. 0 offers.

Everyone's asking about your "plans," and you're tired of pretending.

ENOUGH OF THE STRUGGLE.
IT'S TIME TO LEVEL UP.

BEYOND SERVICE YEAR
THE MOVEMENT CHANGING HOW NIGERIAN YOUTHS WIN

This isn't just an event. This is a REVOLUTION.

THE HOST:

REJOICE ONYENANU

The LinkedIn Queen, a first-class graduate, a youth advocate, and Business Development Representative in B2B Tech sales.

CO HOST:

- OLURUNJUWON IBITOYE SAMUEL
- JUWON OLAJUMOKE

WHAT YOU'LL GET:

- The LinkedIn formula that gets you NOTICED
- Personal branding that makes you UNFORGETTABLE
- Freelance strategies that work with ZERO experience
- Remote work hacks for GLOBAL opportunities
- An action plan that GUARANTEES progress

No motivational BS. No "believe in yourself" garbage.
REAL strategies from REAL people with REAL results.

JULY 18-20, 2025

3 DAYS THAT WILL CHANGE EVERYTHING

Virtual • Free • Life-Changing

THE MOVEMENT STARTS NOW.
ARE YOU IN OR ARE YOU OUT?

REGISTER NOW: <https://tinyurl.com/yvacvydz>

Because by September, you will either thank July you or regret July you.

Backed by NCCF Etim Ekpo, Akwa Ibom State Alumni Network

X (Twitter) Copy

You're not lazy and unserious. You just never had a clear roadmap.

They just say "update your CV" and throw you into the labour market.

But now it's time to flip the script.

BSY is a 3-day virtual webinar for corp members and fresh grads.

100% FREE.

Register: <https://forms.gle/V4C2SY5F6ZjNkDdq7>

Speakers Reveal Copy

WE TOLD YOU BSY WASN'T PLAYING GAMES. NOW HERE'S THE PROOF.

Remember when we said Beyond Service Year was coming to change everything for post-NYSC life?

WELL, FEAST YOUR EYES ON THIS.

We didn't just promise you hope and clarity. We went out and got you the **REAL DEAL: 6 INCREDIBLE SPEAKERS** who have the results, the proof, and the strategies you've been desperately searching for.

These aren't motivational speakers who will pump you up and leave you hanging. These are **RESULT-DRIVEN CHAMPIONS** who've cracked the code on life after service, and they're coming **LIVE** to spill everything.

THE LINEUP THAT WILL CHANGE YOUR LIFE:

1. Ekwutosi Cynthia Okeh – Digital Witch Founder and Nigeria's most celebrated on-demand skills coach
2. Alice Awobite-Joshua – Founder, RemoteWorkPadi
3. Winner Bamgboye – IT Specialist & Creative professional
4. Messiah Ekaette – Upwork Top-Rated Freelancer
5. Okechi Ogwuma – LinkedIn & Personal Branding Strategist

6. Inneh Joseph – Personal Branding & High Income Skills Coach

THIS IS NOT A DRILL.

While you're sending endless job applications getting nowhere, these 6 are coming LIVE to show you EXACTLY how to:

Turn post-NYSC confusion into crystal-clear direction

Build opportunities instead of begging for them

Transform from "struggling graduate" to "unstoppable force"

3 DAYS. 6 SPEAKERS. UNLIMITED POTENTIAL.

We weren't joking when we said BSY was here for you. This is us DELIVERING.

SECURE YOUR SPOT NOW - be in the room learning from the best, or watch from the sidelines wishing you were.

Link: <https://tinyurl.com/yvacvydz>

BSY DOESN'T MAKE PROMISES. WE MAKE RESULTS.

Speaker Spotlight: Inneh Joseph

From begging for 2k online to making 6-7 figures monthly. Meet the man who hacked the system.

Inneh Joseph went from sending 50+ job applications with zero callbacks to becoming one of Africa's Top 50 Influencers.

While his classmates were still job hunting, Inneh was building an empire.

He's the LinkedIn growth strategist who figured out how to turn invisible profiles into client magnets. His secret? Content that attracts paying clients who slide into DMs ready to buy.

Over 2,000 professionals across 10 countries have used his LinkedIn Edge system to transform their online presence from crickets to cash flow.

At BSY, Inneh is revealing the exact strategies that took him from begging for 2k to traveling the world. You'll discover how to build profiles that attract ideal clients and create content that converts followers into customers.

This session separates the serious players from the dreamers. Which one are you?

Why It Matters

This campaign proves I can:

- Lead a content team.
- Manage tone across multiple channels.
- Write high-converting, emotionally resonant copy.
- Strategize content around clear business goals.