

Desola Banjo

Growth Marketer | Copywriting | Email Marketing

Darlington, UK

[Portfolio link](#)

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Languages

English

About

I am passionate about copywriting and direct response marketing. I have been able to improve on this skill based on the experiences I've gathered over the years and by working across board with multiple niches. I am capable of working independently or as part of a team to develop highly converting and result-oriented marketing strategies.

BRANDS WORKED WITH

Basicbookkeeping Staffordshire

Garay Ecommerce Marketing Agency

Nelotechie

Smileys Africa

Experience

● Growth Marketing

Nelotechie | May 2022 - Now

Contract NeloTechie Dallas, Texas

- Increasing conversion rate of email marketing campaigns by 25% in less than 45 days
- Direct Response Copywriting Developing and executing of marketing strategies, Re-evaluation of marketing strategies in place.

● Copywriter

Basicbookkeeping Staffordshire | May 2022 - Sep 2022

Contract BasicBookkeeping Staffordshire

- Website Optimization with direct response marketing strategies.
- LinkedIn profile optimization
- Email Marketing
- Revising and rewriting copy.

● Email Marketer

Garay Ecommerce Marketing Agency | May 2022 - Aug 2022

Writing copy for email marketing to increase revenue

- Studying and interpreting of analytical data to leverage on audience's attention

● Email Marketer

Smileys Africa | Jul 2020 - Oct 2021

Building, enhancing and monitoring automated email programs, including onboarding journeys and reactivation programs.

- Building customer avatars for accurate targeting.
- Writing targeted, engaging and direct-response content.
- Writing highly-converting subjects to increase open rate & copy with clear CTA to
- increase click-through rate A/B testing and interpreting analytical data to improve audience engagement and increase revenue