

Fortune George

Freelance Copywriter | Content Writer | Lead Generator

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PROFESSIONAL PROFILE

Result-driven copywriter with over three years of experience in digital marketing, content creation, and copywriting. I specialise in crafting high-converting content for marketing funnels, landing pages, VSLs, and ads. Proven track record of driving engagement and enhancing brand visibility. Focused on creating persuasive and engaging copy that aligns with strategic marketing goals. Adept at leveraging storytelling, audience research, and data-driven optimization techniques to enhance content effectiveness across diverse digital platforms.

AREAS OF EXPERTISE

Persuasive Copywriting: Compelling headlines, taglines, and calls-to-action that resonate with target audiences.
Marketing Funnel Content Creation: Expertise in all stages of the marketing funnel to drive conversion..
SEO & Digital Marketing Strategies: Application of best practices to improve content visibility and performance.
Data-Driven Content Optimization: Experience utilising A/B testing and analytics to refine content strategies.
Copy Editing & Proofreading: Strong command of grammar and punctuation for polished and professional content.
Cross-Platform Messaging: Ability to adapt writing style to different digital platforms and marketing materials.
Tools and Platforms: Ahrefs, SEMrush, Google Analytics, WordPress, Webflow

RECENT EXPERIENCE

Freelance Content Writer & Copywriter, Remote 2019 — Present

- Created engaging blog posts and creative marketing copy for various clients, adhering to brand guidelines and ensuring a consistent tone.
- Produced high-quality, grammatically sound copy that enhanced readability and audience engagement.
- Delivered SEO-optimised content that boosted organic traffic for clients in different niches.
- Collaborated with clients to ensure content aligned with their marketing objectives and brand identity.

Lead Generator & Copywriter, Avant Cyber Space June 2023 — April 2024

- Developed persuasive copy for marketing campaigns targeting Twitch users, significantly increasing client engagement and lead generation.
- Ensured all copy was error-free, well-structured, and aligned with SEO best practices for higher visibility.

SELECTED PROJECTS

Maximising Your Gaming Experience: A Guide to Optimising Graphics Settings on PC 2024

- Produced blog-style content on optimising PC graphics settings, blending creative writing with technical insights to engage readers and boost site traffic. Also applied SEO strategies to ensure visibility and engagement.

SEO Optimization for Gourmet Bites Café 2023

- Conducted a comprehensive SEO audit and implemented optimization strategies that improved search engine rankings and increased organic traffic.

CERTIFICATIONS

Google Digital Marketing & E-commerce Professional

EDUCATION

B.Sc. Public Administration
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AKS University,