

Mustapha Olarewaju

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Professional Summary

Creative and detail-oriented Copywriter with a strong passion for crafting compelling content that engages audiences and drives results. Skilled in writing persuasive copy for websites, blogs, advertisements, email campaigns, social media, and product descriptions. Committed to producing high-quality, SEO-friendly content that aligns with brand voice and marketing objectives. A fast learner with excellent communication, research, and editing skills.

Core Skills

- Copywriting
 - Content Writing
 - SEO Content Writing
 - Blog Writing
 - Email Marketing Copy
 - Social Media Content
 - Product Descriptions
 - Website Copy
 - Creative Writing
 - Editing & Proofreading
 - Research Skills
 - Brand Storytelling
 - Time Management
 - Microsoft Word
 - Google Docs
 - AI-Assisted Content Creation (ChatGPT)
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Professional Experience

Freelance Copywriter

Self-Employed | 2024 – Present

- Wrote engaging articles, blog posts, and website content for various topics.

- Created persuasive sales copy and product descriptions designed to improve conversions.
 - Produced social media captions and marketing content tailored to target audiences.
 - Conducted keyword research to improve search engine visibility.
 - Edited and proofread content to ensure clarity, accuracy, and consistency.
 - Met project deadlines while maintaining high writing standards.
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Education

Secondary School Certificate
Nigeria

Projects

Website Content

Developed compelling website copy for businesses to improve customer engagement and communicate brand messages effectively.

Marketing Campaigns

Created promotional content for social media, email newsletters, and digital advertising campaigns.

Blog Articles

Produced informative and SEO-optimized blog posts across business, productivity, personal development, and technology topics.

Languages

- English (Fluent)
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Personal Attributes

- Excellent written communication
 - Strong attention to detail
 - Creative thinker
 - Adaptable and quick learner
 - Self-motivated
 - Reliable and organized
 - Able to work independently and collaboratively
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References

Available upon request.