Desola Banjo

Growth Marketer | Copywriting | Email Marketing

⊙ Darlington, UK

⊘ Desola is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Permanent Positions

Skills

Direct Response Marketing (Advanced)

Email Marketing (Advanced)

Persuasion (Advanced)

Copywriting (Advanced)

A/B Testing (Advanced)

eCRM (Advanced)

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 on boarding 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