

Blessing Unukpo

| Email: unukpob@gmail.com | [My LinkedIn](#)

PROFILE SUMMARY

Transforming businesses through compelling stories and strategic business proposals. Skilled in content creation, project management, and team collaboration. Driving results and client satisfaction with attention to detail and effective communication.

MY PORTFOLIO

<https://bit.ly/BlessingUnukpoportfolio>

CORE COMPETENCIES

- Content writing
- Business Proposals
- Brand storytelling
- Copywriting
- Proficiency in Google Suite (Google Docs, Sheets, and Slides)
- Deadline driven
- Ability to work under little or no supervision
- Content Strategy
- Project Management
- Editing and Proofreading
- Effective communication
- Social Media Integration & Basic SEO
- Creativity & Adaptability
- Organisation & project management (Trello etc.)
- Team Collaboration

PROFESSIONAL EXPERIENCE

Personal Branding & Business Proposals

2024 - Present

Personal Branding Achievements:

- Crafted compelling brand stories for personalized branding strategies, empowering brand owners to connect with their target audience and grow their customer base.
- Developed and implemented successful social media strategies for my personal brand, growing a loyal community from 0 to 4,500+ followers on LinkedIn and increasing leads.

Business Proposal Writing Achievements:

- Utilized persuasive writing, strategic storytelling, targeted research, and compelling narratives.
- Reduced proposal development time by 20% for 3 leads by streamlining processes, creating templates, and conducting efficient research.

Brand Storyteller

Building my Personal Brand on LinkedIn

2022 - 2024 - Present

- Published 100+ engaging posts, sparking meaningful conversations, garnering 100+ likes, and reaching 4,000+ professionals.
- Grew a loyal community from 0 to 4,500+ followers, with an active engagement rate that fosters meaningful connections and generated leads.

- Crafted compelling stories that boosted profile views, generated leads, and facilitated strategic networking with professionals from the United States, United Kingdom, Africa, Vietnam, China, Australia, and beyond.
- Collaborated with 3+ influencers and thought leaders, expanding my reach and establishing myself as a trusted authority in brand storytelling.
- Developed and implemented LinkedIn content strategies that increased my visibility, established my personal brand, and positioned me as a go-to expert in brand storytelling.
- Craft content that speaks directly to the audience, making them feel inspired, motivated, seen and heard while fostering trust, build brand awareness, and communicate your brand's message clearly.
- According to coauthor.studio, in year 2024, I built a loyal community on LinkedIn, fostering an unbreakable bond with my audience through:
 - 17,577 engaging comments
 - 226 informative posts
 - 13,786 enthusiastic reactions
 - 3,574+ followers

This remarkable journey has not only showcased my expertise but also generated valuable leads and a devoted following.

Unique Blend of Medical and Communication Expertise:

As a licensed Medical Laboratory Scientist, my medical background uniquely equipped me to understand human psychology, enabling me to:

- Foster empathetic conversations with clients
- Craft compelling content that resonates with diverse audiences
- Build a loyal community on LinkedIn through insightful and engaging writings

Scriptwriter for a CLV Media YouTube Channel December 2023 - February 2024

- Produced High-Volume, High-Quality Content: Wrote 80+ script articles, each exceeding 19,000 characters, for CLV Media, demonstrating exceptional writing capacity and consistency.
- Drove Engagement and Views: Achieved outstanding performance metrics, including:
 - Average watch time views: 6.2K+
 - Impressions: 90.2K+
 - Impressions click-through rate: 5%
 - Average view duration: 7 minutes 41 seconds
- Delivered Results in Record Time: Reached impressive engagement metrics within a condensed timeframe of 28+ days, showcasing my ability to produce high-performing content quickly.
- Demonstrated Adaptability and Flexibility: Successfully crafted scripts for a Vietnam-based media company, CLV Media, adapting to their unique needs and audience preferences.

Email Marketing Specialist - CoterieX Year 2024

- Spearheaded weekly newsletter campaigns as the official email copywriter, driving engagement and conversions through compelling, targeted content.
- Collaborated with the CMO to align email content with marketing goals and brand messaging, ensuring a unified brand voice and maximum impact.
- Conducted in-depth research to craft relevant, engaging content that resonated with email subscribers, fostering a loyal community and boosting open rates.

- Analyzed email campaign performance, tracking key metrics to optimize strategies, improve open rates and increase click-through rates.
- Ensured content consistency and quality by editing and proofreading various written materials, maintaining the brand's high standards and tone.

Team Lead – Crush Your Writing Goals

Year 2023

- Streamlined communication channels, facilitating seamless coordination between writers, coaches, and the management team.
- Conducted market research to stay abreast of industry trends, incorporating relevant insights into the development of coaching materials.
- Developed and implemented content strategies to enhance the effectiveness of coaching programs for beginner writers.
- Applied project management skills to optimise workflow, resulting in increased productivity and the timely delivery of high-quality content.
- Collaborated with a dynamic team to create engaging content, improving the online presence.
- Played a key role by contributing to the creation of persuasive copy that attracted and retained a global audience of aspiring writers.
- Collaborated with the team members in overseeing initiatives to guide and mentor aspiring writers worldwide.

Freelance Writer – Medium

Year 2022 – 2023

- Boosted content visibility by leveraging SEO principles to optimize articles for search engines, driving organic traffic and enhancing reach.
- Developed strategic content that aligned with brand guidelines, effectively communicated key messaging, and resonated with target audiences.
- Data-driven approach: Utilized analytics tools to assess content performance, refining strategies based on metrics to continually improve impact and reach.
- Provided actionable insights: Regularly monitored and analyzed performance metrics, offering data-informed recommendations to optimize content strategies and achieve optimal results.

Social Media copywriter/Manager- Beauberry_natura

July 2022

- Collaborated closely with the marketing team to align copywriting strategies with overall brand campaigns, contributing to the success of promotional efforts.
- Developed and executed content calendars, ensuring a consistent and engaging flow of copy that resonated with the target audience and promoted brand loyalty.
- Infused captivating narratives into brand messaging to enhance the company's online presence.
- Utilised a data-driven approach to analyse the performance of copy on various social media channels, refining content strategies to maximise audience engagement and conversion rates.
- Crafted compelling copy for social media platforms, aligning with the beauty industry's trends and effectively conveying the unique selling points of the company's products.

EDUCATION

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- Bachelor of Applied Science In Medical Laboratory Science – University of Benin
(Year 2018 - Year 2024)

Training & Certification

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- Licensed Medical Laboratory Scientist (2024 - present)

- Certificate on "The Complete Content Writing Course for 2022 - 3 courses in 1" by Instructors Shubi Saxena and Vishai Singh Jadon- Udemy (Year 2022)
- Certificate on "The Ultimate Copywriting Course - Write Copy That Sells 2022" by Instructors Joshua George, ClickSlice Ltd- Udemy (Year 2022)

LANGUAGE

- English