

Azuka Uchechi Jessica

Copywriter / Content Writer

Lagos, Nigeria

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Portfolio: <https://bit.ly/3PjGxNu>

PROFESSIONAL SUMMARY

Creative and detail-oriented copywriter and content writer with experience creating clear, engaging, and user-focused content for digital platforms. Skilled in writing landing page copy, product messaging, onboarding content, and educational materials that communicate ideas effectively and improve audience engagement. Strong ability to simplify complex information while maintaining clarity, persuasion, and brand tone.

SKILLS

- Copywriting
 - Content Writing & Editing
 - Marketing Communication
 - Brand Messaging
 - User-Centered Writing
 - Persuasive Writing
 - Research & Analysis
 - Information Structuring
 - Clear & Concise Communication
 - Storytelling
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PROJECT EXPERIENCE

Marketing Landing Page Copy – Task Management App

- Created persuasive and benefit-driven messaging to communicate product value clearly
- Structured landing page content to guide users from problem awareness to action

- Designed user-focused copy to improve engagement and encourage conversions

UX Writing Case Study – Mobile Banking App

- Developed clear and reassuring transaction microcopy for a mobile banking application
- Improved error messages and user guidance to reduce confusion during financial interactions
- Applied clarity and tone principles to build trust and improve user experience

New User Guide – Mobile Banking App

- Developed onboarding content to help first-time users navigate a banking application
 - Simplified complex processes into clear and easy-to-follow instructions
 - Improved readability and accessibility for users with different levels of digital literacy
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PROFESSIONAL EXPERIENCE

Manager

Kangaroo Global Enterprise | Feb 2025 – Present

- Managed business operations and documentation processes
- Developed strategies to improve company revenue and operational efficiency
- Communicated business decisions and updates clearly to support daily operations

Freelance Tutor (French Language)

Oct 2022 – Present

- Created structured instructional materials and educational content for students
- Simplified complex concepts into clear and engaging lessons
- Adapted communication style to meet different learning needs

School Outreach Volunteer

Nascent Education and Development Initiative | Oct 2023 – Present

- Created educational materials and presentations for student outreach programs
- Designed engaging learning resources to improve understanding and participation
- Collaborated with teams to deliver educational initiatives across schools

EDUCATION

Bachelor of Arts in Modern European Languages

Nnamdi Azikiwe University, Awka
2021 – 2024

CERTIFICATIONS & TRAINING

- Google Digital Marketing Training (2022)
 - Jobberman Soft Skills Training (2022)
 - DELF B2 (French Language Certification)
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ACHIEVEMENTS

- Best Graduating Student, Modern European Languages Department (2024)
 - Certificate of Participation, UFTAN Conference (2025)
 - Essay Writing Competition Participant – Fatunde Francophone Foundation
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LANGUAGES

- English (Fluent)
 - French (Professional Working Proficiency – DELF B2)
 - Igbo (Native Proficiency)
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TOOLS

- Google Docs
- Notion
- Microsoft Word
- Google Workspace
- Microsoft Office Suite

ADDITIONAL SKILLS

- Strong written and verbal communication
- Problem-solving and critical thinking
- Team collaboration
- Research and content organization

REFERENCES

Available on request