

# Shina Abogunrin

## Work Experience

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### **Direct Response Copywriter**

Freelance

January 2020 till date

- Create compelling copies for clients including; salesletters, emails, advertorials, etc.
- Research clients target audience to uncover their pain points and unmet needs.
- Create blog posts, articles, and social media contents for clients.

### **Social Media Manager**

Bryms Ropa - Lagos

May 2018 to December 2019

- Ran marketing campaigns and manage social media pages of the brand.
- Provided after sales service for clients.
- Handle content creation and management.

### **Physical and Health Education Teacher**

Igumbor Otiku Secondary School, Agbor - Delta

November 2018 to October 2019

During my one year compulsory national community service, I:

- Helped increase academic performance of students of the students in Basic 8 classes.
- Helped the students hone both verbal and written communication skills by increasing their class presentation programs.

### **Volunteer**

Exercise is Medicine fitfam - Ilorin, Kwara

July 2016 to July 2018

- Planned and organised exercise program that caters for over 300 students every weekend.
- Gave fitness instruction and facilitated during programs.
- Moderated/Anchored programs to ensure orderliness.

## Education

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### **Digital Certification in Direct Response Copywriting Specialist**

DigitalMarketer LAB - Austin, TX  
March 2020 to April 2020

**Certification in Social Media Marketing**  
eMarketing Institute  
October 2019 to October 2019

**Bachelor's in Human Kinetics**  
University of Ilorin - Ilorin, Kwara State.  
September 2014 to October 2018

## Skills

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- Copywriting
- Social Media Management
- Email Marketing
- Content Creation
- Microsoft Office
- Customer Relationship Management
- Proofreading

## Certifications and Licenses

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**Direct Response Copywriting Specialist**  
March 2020 to Present