





# O Y I N D A L A G U N J U

## C O N T A C T

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 [Portfolio](#)

## S U M M A R Y

I'm a tactical wordsmith that has been creating engaging content for over five (5) years. I have a proven record of developing fresh ideas and crafting compelling copy that grabs people's attention, sparks their imaginations, and drives results. I'm looking for a position where I can leverage my expertise, collaborate with dynamic teams, and create impactful campaigns that elevate brands, resonate with your audience, and make an impact.

## E D U C A T I O N

**BACHELOR OF SCIENCE**  
Dalhousie University  
2017 — 2020

## P R O F E S S I O N A L D E V E L O P M E N T

**MARKETING CERTIFICATION**  
SEMrush  
January 2022

**SOCIAL MEDIA MARKETING  
CERTIFICATION**  
HubSpot  
October 2021

**AD WORLD CONFERENCE**  
March 2022

## W O R K E X P E R I E N C E

**SENIOR COPYWRITER**  
Drop | August 2022— Present

- Crafted highly impactful and engaging copy for diverse B2B and B2C markets, capturing attention and driving brand awareness.
- Developed innovative concepts that brought client campaigns to life, resulting in increased customer engagement and conversions.
- Established and maintained a distinctive brand voice, adhering to industry- leading style guides and delivering consistent messaging.
- Presented persuasive copy concepts at client pitches, securing buy-in and forging long-term partnerships.

### WEB AND DIGITAL SPECIALIST (CONTRACT)

Dalhousie University – Schulich School of Law | May 2022 — Aug 2022

- Led the successful implementation of Dalhousie's Web Renewal Project for Schulich Law, enhancing user experience and driving website traffic.
- Orchestrated impactful weekly e-newsletters, reaching a broad audience of staff, faculty, and students, and fostering stronger engagement.
- Leveraged graphic design expertise to create visually stunning digital and print materials, amplifying the faculty's brand image.
- Developed and executed a comprehensive social media strategy aligned with the faculty's strategic objectives, resulting in increased brand visibility and student engagement.
- Demonstrated a high level of proficiency working with the University's Web Content Management System, Adobe Experience Manager (AEM), to manage Schulich Law's faculty website.

## SKILLS

Copywriting  
Creative Development and Strategy  
Global Integrated Campaigns  
Grant Writing  
Video Editing  
Art Direction  
Media Strategy  
UX Writing  
Public Speaking  
Asset Creation  
Content Management  
Storytelling  
Cross-functional Collaboration  
Voice & Tone Definition

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## PUBLICATIONS

- [Helping Black Women Take A Breath](#)
- [Healthcare Starts With Self-Care](#)
- [Why Does My Anxiety Keep Coming Back?](#)
- [A Savory Journey Toward Self-Discovery](#)
- [Can't Stop Procrastinating? Here's How to Break the Cycle](#)

## ASSOCIATE EDITOR

Mindful Magazine | November 2020 — APRIL 2022

- Produced compelling and inclusive content across multiple platforms, including Mindful, mindful.org, social media, newsletters, events, and podcasts.
- Demonstrated a keen eye for metrics, analyzing data to optimize online engagement and drive audience growth.
- Executed highly successful social media ad campaigns that effectively converted leads into sales, generating substantial revenue.
- Played a vital role in the copy flow and proofing process, ensuring consistent quality across all Mindful publications.

## EDITOR

Dalhousie University – Dalhousie Gazette | September 2017 – December 2020

- Reviewed and edited articles, ensuring they adhered to the publication's style guidelines and maintained high editorial standards.
- Collaborated with writers and provided feedback to help sharpen their writing skills and improve the overall quality of articles.
- Fact-checked information and verified the accuracy of sources to ensure the credibility of published content.
- Suggested and implemented creative and engaging headlines, subheadings, and captions for articles.

## CONTENT WRITER

BizXPro | February 2016 - May 2017

- Collaborated closely with the creative director and copywriting team, contributing to all project phases from planning to the timely delivery of high-quality deliverables.
- Played an integral role in creative planning and review sessions, actively collaborating with a resourceful team to enhance the overall quality of content and designs.
- Demonstrated exceptional attention to detail by reviewing and editing final copy for accuracy, ensuring adherence to brand guidelines and messaging consistency.
- Oversaw the entire production process, effectively managing project timelines and coordinating with cross-functional teams to achieve seamless execution.