

Theodora Egumandi

Marketing & Web3 Copywriter

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♦ [Linkedin](#) ♦ [Medium](#) ♦ [Portfolio](#)

SUMMARY

I'm a witty and skilled wordsmith with a keen eye for details and a fueled passion for crafting compelling and engaging narratives for various marketing mediums. Whether it's brainstorming super creative concepts, simplifying business jargons, crafting power subject headlines or punching up irresistible calls to action, I'm your go-to-girl in bringing your brand's voice to life and driving your audience's engagement across digital channels. But other than that, you'd find me sipping a cup of coffee and binge watching a good series.

PROFESSIONAL EXPERIENCE

Marketing Copywriter

VerdeVogue Fashion Hub (January 2022 – January 2024)

Port Harcourt, Nigeria.

- Developed a strategic sales funnel, optimizing conversion through targeted social media campaigns, a personalized email sequence, and a compelling sales page.
- Made use of lead generation techniques, offering style guides, product recommendations, styling tips, exclusive offers and updating informational blog posts.
- Created SEO-optimized landing pages, where leads were carefully taken through the brand's unique value proposition and highlighted key product offerings to encourage further engagement.
- Initiated the onboarding email sequence with a personalized approach, resulting in an open rate increase by 30%, click through rate increase of 20% and relatively conversion rate increase of 15%.
- The brand faced increased organic traffic by 35%, improved search engine rankings by 50%, and enhanced brand recognition through effective

keyword optimization, content creation, and prioritizing technical metrics.

Web3 Content Writer

Web3bridge Africa(September 2024 – May 2025)

Lagos, Nigeria.

- Crafted informative and engaging content for audiences with little Web3 knowledge, introducing foundational Web3 concepts and trends in a more relatable way.
- Used a variety of research techniques—like reviewing Quora and Reddit discussions and gathering input from cohort participants.
- Wrote educational articles and voice overs for Web3bridge’s major projects, such as the company’s anniversary video, ensuring a tone that balances clarity with the company’s objectives.
- Collaborated on marketing strategies for cohort registration, leveraging organic marketing methods like referrals, success stories, and community case studies to attract new participants.

Social Media Handler & Web3 Writer

Marketing Growth and Systems (MGS Web) (May 2024 – Present)

- Strategically sourced content ideas across platforms like Quora, Reddit, and Twitter Spaces, as well as actively engaging through audience discussions on LinkedIn, to find relatable and timely topics that address common Web3 questions.
- Designed content calendars and contributed graphic design ideas to support our posts, driving consistent engagement and growth in follower interaction.
- Managed and created engaging content for MGS Web’s LinkedIn platform, focusing on making complex Web3 concepts accessible to a broader, non-technical audience.
- Contributed to a 10% increase in follower count and engagement by delivering relevant, accessible content and connecting with the audience consistently.
- Summarized Google Meet mentorship sessions for the community, creating concise, bullet-pointed recaps to provide members with essential takeaways.

- Brainstormed with team members to develop marketing strategies that strengthen content appeal and increase audience resonance.
- Conducted weekly evaluations of content performance and engagement metrics, refining posts based on audience preferences to maximize relevance and impact.

VOLUNTEER EXPERIENCE

LEADERSHIP EXPERIENCE

Head, Editorial Team(NYSC, Lagos state)

Orientation Broadcasting Service(OBS) (June 2024 - July 2024)

- Led a team to compile, edit, and polish news scripts, ensuring clarity and broadcast-standard professionalism.
- Coordinated news production under tight deadlines, contributing to impactful and timely news coverage for corps members.

EDUCATION

Bachelor of Science in Mass Communication

Rivers State University

CGPA: 3.74

Rivers State, Nigeria | 2019 – 2023

College of Sales and Marketing Copywriting

CSM Bootcamp | 2022

SKILLS

- **Writing & Copywriting:** SEO, persuasive content creation, storytelling techniques.
- **Content Marketing:** Funnel strategy, audience engagement, social media management.
- **Research & Analytics:** Topic sourcing, performance evaluation, audience insight analysis.
- **Technical Skills:** SEO optimization, lead generation, email marketing.
- **Interpersonal Skills:** Leadership, collaboration, time management, feedback integration.

CERTIFICATIONS

- **Certified sales and marketing copywriter** (CSM Bootcamp| June 2022)
- **Certified Copywriter**
[Udemy\(March 2024\)](#)