

Ephraim Forever

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Professional Summary

Creative writing professional with expertise in engaging content creation and community interaction. Proven track record in generating high conversion rates and driving organizational growth through innovative content strategies. Passionate about advancing audience outreach and storytelling to support communication goals

Work Experience

Content Marketing Analyst

Oval Labs | USA & Nigeria | Hybrid | November 2025 - Present

- Craft and manage B2C email newsletters for Oval products (Vban and Zobo), with early audience engagement and positive subscriber responses.
- Write and edit copy for social media posts and video scripts, tailored to drive product awareness and user engagement.
- Share and develop ideas to enhance customer interaction and retention across content channels.
- Collaborate with product and growth teams to align messaging with marketing goals.

Creative Copywriter

Ride The Wave | Massachusetts, USA (Remote) | April 2024 - September 2025

- Wrote copy that supported **\$100K+ in revenue** for a roofing company in under 8 months, leading to **7 franchise referrals**.
- Exceeded lead generation targets for a niche apparel brand, producing **100+ qualified leads in one month**.
- Helped grow the client base from 20 to 55 businesses in 5 months through compelling, conversion-oriented messaging.
- Crafted direct-response social media copy for home service brands, resulting in consistently high lead conversion.

Community Specialist (Freelance)

Sand Technologies | ALX | Remote (Africa) | August 2024 - September 2024 & November 2024 - December 2024

- Developed and delivered email newsletters that consistently maintained a **strong open rate** and boosted attendance at key webinars.
- Wrote informative and engaging emails and newsletters, simplifying complex information for easy comprehension.
- Planned and moderated webinars with clear, structured content for community learning.
- Developed and implemented strategies to boost community engagement through targeted communications.
- Analyzed interaction metrics to optimize content and engagement strategies.

Content Marketer | Enrollment Advisor

Stutern Limited | Gbagada, Lagos, Nigeria | February 2022 - April 2025

- Wrote all marketing and campaign copy for a large-scale hackathon, driving **2,000+ applications**.
- Developed participant communication flows that kept **68% of 1,500+ attendees engaged through the event lifecycle**.
- Created high-engagement video scripts and captions for campaign videos, contributing to **thousands of views and strong organic reach** across Instagram and Twitter.
- Led messaging strategy across email, social, and event content to maintain consistent, persuasive, and mission-aligned communication.

Marketing Assistant

Stutern Limited | Gbagada, Lagos, Nigeria | July 2021 - January 2022

- Developed and executed marketing strategies, contributing to enrollment of over 1000 women into Stutern's accelerator program.
- Supported marketing team in planning, execution, and analysis of initiatives.
- Boosted brand visibility, lead generation, and campaign effectiveness.
- Created/optimized digital content, monitored/analyzed performance metrics, provided.

Digital Marketing Intern

Stutern Limited | Gbagada, Lagos, Nigeria | July 2020 - July 2021

- Executed successful digital marketing strategies, exceeding application targets by 13.29%.
 - Assisted in various online marketing campaigns across channels, including social media, email, and content marketing.
 - Collaborated with the creative team for digital asset development/optimization.
 - Managed social media accounts, engaged followers, and maintained a positive brand image.
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Personal Projects

Email Writer

Personal Blog - On a Journey | August 2022 - Present

- Successfully launched and marketed a faith-based lifestyle blog, achieving a 45.69% subscriber increase in 2 days.
- Subscriber count has reached 121 to date.
- The debut blog post attracted 386 views, demonstrating significant initial engagement.
- Create compelling email marketing campaigns and newsletters to promote personal brand, engage audience, and drive blog traffic.
- Craft captivating email content reflecting unique voice, expertise, and accomplishments.

Education

- BSc. Mass Communication | National Open University (NOUN) | Second class, Upper Division | April 2018 – March 2023
 - National Youth Service Corps | Exclusion Letter | Date of issue: July 2023
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Certifications

- Product Marketing | Alt School | Year of Completion: 2024
- Mastery in Copywriting | Udemy | Year of Completion: 2022
- Content Marketing | HubSpot Academy | Year of Completion: 2022
- Fundamentals of Digital Marketing | Google Digital Academy | Year of Completion: 2022

Skills

Digital Marketing

Content Writing

Copywriting

Creative Writing

Editing & Proofreading

Communication

SEO

Digital Marketing

Blog Writing

Tools

Google Suite | Microsoft Office Suite

Airtable | Trello | ClickUp

Sendy | Mailchimp | Flodesk

Quillbot | Grammarly

Notion

Canva | Figma