



ETUKEN IDUNG

Anti-Professional Copywriter

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EDUCATION

BBA Degree
NexFord University
2017 - 2020

Marine Elect
Maritime Academy
2012 - 2014

EXPERTISE

Copywriting

Salesfunnel

Marketing

SEO

AWS

LANGUAGE

English

ABOUT ME

Dynamic and results-oriented professional with a unique blend of entrepreneurial experience, copywriting expertise, and technical proficiency in marketing and sales. Seeking to leverage proven skills in crafting high-converting marketing campaigns, strategic business development, and holistic brand management to contribute to the growth and success of a forward-thinking organization.

WORK EXPERIENCE

○ Oct 2018 - Present

AirTook Emporium Ltd | www.airtook.com

Co-Founder/Digital Marketing Manager

- Established and oversee operations of a nutraceutical company specializing in the development and marketing of five distinct supplements.
- Directly responsible for crafting sales copy, email sequences, and advertising campaigns to drive product awareness and sales.
- Launched AirTook Doctorate, a beta healthtech telemedicine app aimed at enhancing access to medical professionals in remote areas.

○ 2017 - 2018

Norland Industrial Group | www.norland-global.com

Salesman

- Contributed to sales strategies and customer relationship management
- Provide management services for digital sales and streaming accounts for the purpose of enhancing the brand's positioning and ensuring its growth.

○ 2015 - 2017

BareFoot Origin | [instagram.com/barefootceylon](https://www.instagram.com/barefootceylon)

Social Media Manager

- Managed social media platforms, creating and curating content, and engaging with the community to enhance brand visibility and customer interaction.

REFERENCES

Sir Greg Obinna

Branch Manager GTBank

Email : obxserver@gmail.com

Dr Philip E.

Professor Uniyo

Email : drphilip556@gmail.com