



OLAYEMI IDOWU

COPYWRITER

CONTACT

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- Falmouth, UK (Ready to relocate)
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EDUCATION

- 2023 - 2024
FALMOUTH UNIVERSITY, UK
 - MA Creative Advertising
- 2015 - 2019
BABCOCK UNIVERSITY
 - Bachelor of Science in Computer science

SKILLS

- Idea Generation
- Storytelling
- Collaboration
- Attention to Detail
- Copywriting
- Adaptability
- Audience Insight
- Time Management
- Presentation Skills
- Curiosity
- Copywriting

LANGUAGES

English Yoruba Korean

100%

92%

65%

PROFILE

I'm Yemi, a copywriter with a mission to create work that speaks to the soul. I don't just want to craft words for ads—I want to shape stories that connect on a molecular level, making brands resonate deeply with people. With a Master's in Creative Advertising from Falmouth University, a love for movies, anime, and storytelling, and a knack for weaving insight with imagination, I'm all about creating campaigns that inspire, not just sell. Let's turn ideas into moments people won't forget. 🚀🌟

WORK EXPERIENCE

Falmouth University and Independent Projects, UK

Freelance Copywriter & Campaign Developer 2024 - PRESENT

- Ideated and executed campaigns like "Taste the Music" and "Dettol Invisible Hands," focusing on narrative-driven solutions.
- Conceptualized social-first content for projects including Halloween-inspired prank scents and wellness campaigns.
- Developed pitch decks with clear, engaging narratives for potential stakeholders.

National Orthopaedic Hospital

IT Team Member 2022 - 2023

- Collaborated with cross-functional teams to optimize digital processes, showcasing adaptability and teamwork.
- Developed communication skills by coordinating with diverse stakeholders to ensure the smooth execution of IT projects.

Appzone

Product Manager 2024 - 2025

- Managed product lifecycle from ideation to execution, ensuring solutions aligned with audience needs and market trends.
- Introduced creative approaches to problem-solving, emphasizing audience engagement.

REFERENCE

Available on Request