

# SAIDU SARATU IMAN

Copywriter | Content Creator | Digital Marketing Specialist

saiduiman@yahoo.com | +234-901-384-4160 | Abuja, Nigeria |  
<https://saiduiman.wixsite.com/imansaidu>

## SUMMARY

Creative and detail-oriented communications specialist with a proven track record in crafting SEO-driven content, digital marketing, and storytelling. Adept at translating complex ideas into engaging, audience-focused narratives that boost brand visibility and engagement. Skilled in creating high-quality content tailored to diverse industries. Experienced in leveraging data-driven strategies to deliver measurable results.

## WORK EXPERIENCE

- User Generated Content Creator (Freelancer)**

Sept 2018 - Present

  - Produced engaging photo and video content for brands, enhancing their marketing efforts and boosting online presence.
  - Collaborated with clients to develop content strategies tailored to target audiences, leading to improved brand engagement.
- Junior Content Creator/Writer (Part Time)**  
The HIP Life Asia, Malaysia

Sept 2023 - Feb 2024

  - Created SEO-optimized blog articles and website content, increasing website traffic by 15% within four months.
  - Designed and managed content calendars to streamline campaign execution and drive consistent audience engagement.
  - Captured and edited visually appealing imagery for social media campaigns, aligning with brand identity and boosting social engagement by 10%.
- Social Media Campaign Manager (Contract)**  
Youth For Youth, Abuja

July 2020 - Aug 2020

  - Designed and implemented social media strategies, resulting in a 25% rise in campaign awareness.
  - Created promotional materials aligned with brand messaging to strengthen campaign goals.
  - Analyzed campaign performance metrics using data visualization tools to refine strategies and improve audience retention.

## EDUCATION

- Bachelor of Arts in Professional Communication (Honours)**

2022 - Present

International University of Malaya-Wales, Malaysia
- High School Certificate**

2018

Model Secondary School, Maitama Abuja.

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## SOFTWARE

- Adobe Photoshop
- Canva
- Adobe Premiere Pro
- Capcut

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## KEY SKILLS

- **Content Creation:** SEO Copywriting, Storytelling, Blogging, Website Copy, Social Media Content.
- **Digital Marketing:** Campaign Strategy, Analytics Reporting, Audience Engagement, Persona Development.
- **Technical Expertise:** Adobe Photoshop, Adobe Premiere Pro, Canva, CapCut.

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## CERTIFICATES

- **Adobe Premiere Pro CC for Beginners (Video Editing Masterclass)** – HRD Corp e-LATiH, Nov 2022.
- **Creating Campaigns from Persona Analytics** – QWORK, May 2022.
- **Visual Communication Using Adobe Photoshop CS4** – Adobe Certified Associate, Apr 2011.
- **Step Up Initiative - Skill Acquisition Program** – Aug 2016.

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## REFERENCES

- Available upon Request