

ADEKUNLE PRECIOUS

Creative Strategist | Performance Marketing | Direct Response Copywriter

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Portfolio: conversiongrowth.vercel.app

PROFESSIONAL SUMMARY

Creative Strategist with a performance marketing mindset and a background in direct-response copywriting, customer research, and conversion optimization. I specialize in translating customer insights into high-performing creative strategies that improve acquisition, engagement, and conversion.

Experienced in developing messaging frameworks, ad concepts, landing pages, email campaigns, and sales funnels that align creative execution with business objectives. My approach combines customer psychology, market research, creative testing, and analytical thinking to build campaigns designed for measurable growth.

CORE COMPETENCIES

Creative Strategy: Creative Direction • Creative Briefs • Ad Concepts • Creative Testing • Hook Development • Messaging Strategy • Campaign Ideation • Storytelling • UGC Strategy

Performance Marketing: Meta Ads • Google Ads • Customer Acquisition • Full-Funnel Marketing • Conversion Rate Optimization (CRO) • A/B Testing • Campaign Analysis • KPI Tracking

Research & Strategy: Voice of Customer (VoC) Research • Customer Psychology • Competitor Analysis • Market Research • Audience Segmentation • Offer Positioning • Customer Journey Mapping

Conversion Copywriting: Landing Pages • Sales Funnels • Sales Pages • Email Marketing • Ad Copy • Website Messaging

PROFESSIONAL EXPERIENCE

Freelance Creative Strategist & Conversion Copywriter

2024 – Present

Partner with businesses to develop conversion-focused marketing strategies that connect customer insights with persuasive creative execution.

Key Achievements

- Conduct customer and competitor research to uncover buying motivations, objections, and messaging opportunities that inform campaign strategy.
 - Develop creative concepts and messaging frameworks for paid advertising campaigns across Meta and Google platforms.
 - Audit marketing funnels to identify conversion bottlenecks and recommend improvements to customer flow, positioning, and user experience.
 - Design conversion-focused landing page strategies using direct-response marketing and customer psychology principles.
 - Create persuasive marketing assets including landing pages, ad copy, email campaigns, lead magnets, and sales funnels.
 - Build consistent messaging systems that align ads, landing pages, emails, and offers throughout the customer journey.
 - Translate business objectives into creative strategies focused on lead generation, customer acquisition, and conversion optimization.
 - Collaborate with founders and business owners to refine positioning, strengthen offers, and improve marketing communication.
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SELECTED PROJECTS

Performance Creative Ad Campaign

Live Project:

<https://docs.google.com/document/d/1CcmPZopdto20NGRbStcxLQbDZfNfW0qVN0eakt5Yoww/edit?usp=sharing>

Objective

Develop a performance-focused advertising creative designed to capture attention, communicate the product's value proposition, and drive qualified conversions through persuasive storytelling and customer psychology.

Strategic Approach

- Conducted customer, market, and competitor research to identify high-impact messaging opportunities.
- Identified key customer pain points, buying triggers, and objections to inform the creative direction.
- Developed multiple creative angles, hooks, and messaging frameworks tailored to different audience awareness levels.
- Wrote the creative brief, ad script, and supporting copy using direct-response marketing principles.
- Structured the ad with a strong hook, problem-agitation-solution framework, social proof, benefits, and a clear call to action.
- Designed the creative to maximize watch time, engagement, click-through rate (CTR), and conversion potential.

Results

- Produced a performance-oriented creative asset aligned with best practices for paid social advertising.
- Developed multiple testing angles to support creative iteration and A/B testing.
- Created a reusable creative framework that can be adapted across Meta, Instagram, Facebook, and TikTok campaigns.
- Strengthened message clarity and customer relevance through research-backed positioning and persuasive storytelling.

Skills Applied

Creative Strategy • Creative Brief Development • Ad Concept Development • UGC Strategy • Direct Response Copywriting • Consumer Psychology • Voice of Customer Research • Performance Marketing • Creative Testing • Storytelling

Funnel Redesign – Prolanz Digital

Live Project: prolanzs.vercel.app

Objective

Improve the conversion performance of an existing lead generation funnel by identifying friction points and strengthening the customer journey.

Strategic Approach

- Conducted a comprehensive funnel audit.
- Identified conversion leaks across the user journey.
- Improved messaging hierarchy and value proposition.
- Redesigned the landing page structure for greater clarity.
- Optimized CTA placement and conversion flow.
- Applied direct-response copywriting and CRO principles to reduce friction.

Results

- Delivered a completely redesigned conversion-focused funnel with a clearer user journey.
- Strengthened the value proposition and messaging consistency across the landing page.
- Reduced friction in the conversion flow through improved page structure and CTA placement.
- Produced a scalable funnel framework that can support future paid advertising campaigns.

Skills Applied

Creative Strategy • Funnel Optimization • Customer Research • Landing Page Strategy • Messaging Strategy • CRO • Copywriting

Lattes & Leases Landing Page

Live Project: lattes-and-leases.vercel.app

Objective

Design a high-converting landing page that clearly communicates the offer, captures qualified leads, and guides visitors toward taking action through strategic messaging and conversion-focused design.

Strategic Approach

- Conducted market and competitor research to identify positioning opportunities.
- Developed a messaging framework focused on customer pain points, desired outcomes, and value proposition.

- Structured the landing page using direct-response copywriting principles to improve clarity and engagement.
- Optimized the page flow, section hierarchy, and call-to-action placement to create a frictionless user journey.
- Applied conversion rate optimization (CRO) best practices to encourage higher lead generation.

Results

- Created a conversion-focused landing page designed to maximize qualified lead generation.
- Improved message clarity through customer-centric positioning and direct-response copywriting.
- Built a structured user journey that guides visitors from awareness to action with minimal friction.
- Established a landing page framework optimized for future A/B testing and continuous performance improvement.

Skills Applied

Creative Strategy • Landing Page Strategy • Direct Response Copywriting • Customer Research • Messaging Strategy • Conversion Rate Optimization (CRO) • User Journey Optimization

STRATEGIC PROCESS

My approach to every project follows a structured creative strategy framework:

Customer Research → Voice of Customer Analysis → Market Research → Creative Strategy → Messaging Framework → Creative Brief → Ad Concepts → Landing Page Strategy → Testing → Optimization

TOOLS

Meta Ads Manager • Google Ads • Google Analytics • GA4 • Canva • Figma • Miro • Loom • Notion • Google Workspace • Microsoft Office • ChatGPT • Claude

EDUCATION

Bachelor's Degree in Hydrology

PROFESSIONAL STRENGTHS

- Strategic Thinking
 - Consumer Psychology
 - Analytical Decision-Making
 - Performance-Driven Creativity
 - Cross-Functional Collaboration
 - Persuasive Communication
 - Attention to Detail
 - Continuous Learning
 - Problem Solving
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PORTFOLIO

Creative Portfolio

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LinkedIn

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