

## Tumutoh Lois-Tracy

Direct Response Copywriter | SEO-Aware Content Writer

Cameroon (Remote) | Available 40 hrs/week

[Your Email] | [Your Phone]

Portfolio: <https://drive.google.com/drive/folders/1psWvjJQwpgZJITZYi1kQ4lvTW18dw2e0>

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## PROFESSIONAL SUMMARY

Direct response copywriter with 3+ years of in-house experience producing conversion-focused content across marketing, education, and health sectors. Proven track record of driving measurable results, including increasing campaign performance and generating high-engagement content (100K+ views).

Skilled in crafting persuasive messaging, analyzing content performance, and adapting voice across brands to drive traffic, engagement, and conversions in fast-paced remote environments.

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## CORE SKILLS

- Direct Response Copywriting (Sales Pages, Landing Pages)
  - Email Marketing & Campaign Copy
  - Social Media Content Strategy
  - SEO-Aware Blog Writing
  - Google Analytics (Performance Tracking)
  - Brand Voice Adaptation
  - Research & Content Development
  - Editing & Proofreading
  - High-Volume Content Production
  - Remote Collaboration & Time Management
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## PROFESSIONAL EXPERIENCE

### In-House Copywriter

Zibarr Affiliate Network | Jan 2023 – Present

- Created conversion-focused content for digital campaigns, including the “30 *Income Streams*” campaign.
- Contributed to a **~2% increase in conversion/traffic performance** through optimized messaging and ad copy.

- Used **Google Analytics** to monitor content performance and refine messaging based on user behavior.
- Produced persuasive copy aligned with funnel stages to attract, engage, and convert target audiences.
- Collaborated with internal teams to improve campaign messaging and overall content effectiveness.

### **Content & Script Writer**

**Wisdom For Dominion** | Jan 2025 – Dec 2025

- Wrote high-engagement YouTube scripts at a volume of **~2 scripts per day** in a fast-paced environment.
- Contributed to content generating **100,000+ cumulative views**, increasing audience reach and retention.
- Adapted tone and structure to match platform dynamics and audience expectations.
- Maintained consistent quality and delivery under tight deadlines.

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## EDUCATION

**Doctor of Medicine (MD)** (*In Progress*)

University of Buea — Expected 2029

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## TOOLS & PLATFORMS

- Google Analytics
- Google Docs, Microsoft Word
- Notion
- WordPress (CMS)
- Grammarly

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## ADDITIONAL STRENGTHS

- Strong understanding of audience psychology and persuasive writing principles
- Data-informed approach to content optimization
- Ability to quickly adapt to new industries and brand voices
- Medical background enables accurate, credible health-related content
- Highly disciplined, deadline-driven, and autonomous in remote work environments

