

Zedek Boateng

(Melchizedek Boateng)

PERSONAL PROFILE

A quick learner who has a passion for writing and infographic creation. Looking to build on existing skills and carve a career in blog writing as well as copywriting.

EXPERIENCE

Marketing Assistant - Business Women in (BWi)

01/2022 - present(06/2022): While working with 'BWi' as a Marketing Assistant I had the pleasure of being chosen as a copywriter for a new website under the name 'BWi Foundation', during this time I would also work on other projects such as digital marketing via the creation of social media posts through Canva.

- Working as a copywriter for BWI Foundation aided in developing my copywriting skills and has allowed me to become more versatile as a writer. This is because I was tasked with writing for a brand new website that aims to help women who are looking for an entry into work. Since this subject matter is new to me, I have had to develop a style of writing that is suitable for women of all ages whilst remaining professional but friendly.
- Being the lead writer for this new website, I have been tasked with producing the majority of the content which has been incredibly rewarding as I have been able to display my skills and passion for writing.
- Outside of my role as a copywriter, working for BWi has enabled me to broaden my marketing skills through the use of Canva, blog writing and LinkedIn. This has also helped greatly with my personal endeavours as a blog writer for my own website (AllDayPlantBased.com)

All Day Plant-Based - Remote

12/2021 - Present

On top of the experience I gained from writing for BWi, I also spent time developing my writing skills through my own personal website based off of one of my many passions. The Plant-Based Lifestyle.

- I have been able to develop a writing style that is engaging whilst also being able to deliver crucial information which persuades

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SKILLS

- Verbal and written communication skills
- Copywriting
- Exceptionally quick learner
- Self-motivated
- Team Leadership
- Website development
- Excellent planning and organisation skills
- Time management
- Proficient with social media platforms
- Proficient with Canva

AWARDS & ACCOMPLISHMENTS

Completed Jack Petchey's Public speaking challenge. (3rd place)

- Presented the project 'Heathrow Help' to a board of executives and IT colleagues at Heathrow Compass Centre

About Me. (Hobbies/Interests)

Owner/ Creator of AllDayPlantBased.com
A blogging site focused on vegan lifestyle tips and guides.

I have a major interest in Mixed Martial Arts.

Hobbies of mine include rock climbing and watching

customers to purchase a product that will aid them in their day-to-day life.

- Building the site allowed me to expand my website development skills which I am still working on. I have also been able to learn an incredible amount about SEO and the way in which my writing style can affect my sites placement within the Google rankings.
- Finally, Writing for my own blog has allowed me to try out different writing styles and becoming a much more versatile copywriter this has in turn made my writing better for my actual job with BWi.

Anime, cooking, baking.

Training Brazilian jiu-jitsu which is a form of grappling.

I am also beginning to learn how to draw as I have an interest in being able to express myself through various means.

For proof of work please do not hesitate to email me.

EDUCATION

Lampton Academy, Hounslow - A-level

Film Studies - **A***

Psychology - **A**

Computer Science - **D**

Lampton Academy, Hounslow— GCSEs

- **Combined Science - Seven**
- **English language - Seven**
- **English literature - Six**
- **Mathematics - Six**
- **Religious Studies - Six**
- **Design and Technology - Five**
- **Film Studies - Seven**
- **Business - Seven**
- **Computer science - Six**

