

Jimmy Blessing Akoesiwa

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PROFILE SUMMARY

Lifestyle Content Writer specializing in brand storytelling and narrative science. I use my Anatomy background to turn human behavior and complex ideas into relatable content that builds audience trust. Grew a LinkedIn audience to 700+ followers in under six months, generating 25K+ impressions and 5K+ engagements.

CORE COMPETENCIES

Lifestyle Content Writing	Audience Research
Brand Voice & Storytelling	Editorial Planning
Narrative Science Writing	Copy Editing
Script Writing	AI-assisted Research (ChatGPT & Claude)
Social Media Storytelling	Canva
Content Planning	

WORK EXPERIENCE

Lifestyle Content Writer | Personal Brand | February 2026 – Present

- Grew a LinkedIn audience from 0 to 700+ followers in under six months, generating 25K+ impressions and 5K+ engagements through storytelling content.
- Published 90+ posts, articles, and social content across lifestyle, brand storytelling, and narrative science, translating complex ideas into clear, relatable stories that sparked engagement and collaboration opportunities.

Content Script Writer | Crafting The Mind | Contract | June 2026 – Present

- Wrote story-driven AI-video scripts translating behavioral finance concepts into relatable social media content ahead of product launch.
- Collaborated with the founder and content strategist to turn beta-user insights and product features into trust-building launch content.

TikTok & Instagram Brand Strategy Extern | Extern | June 2026 — July 2026

- Developed TikTok and Instagram brand strategies, including positioning, audience personas, content pillars, and platform-specific recommendations for a Los Angeles uniform company.
- Created three repeatable video formats plus five Instagram content concepts tailored to parents and school administrators.
- Built and presented a 10-slide strategy deck with success metrics and content experiments targeting a 15% increase in conversions.

EDUCATION

B.Sc. in Anatomy | Abia State University | 2021 - 2025 (Graduated)

CERTIFICATIONS

- TikTok: Social Media Content & Brand Strategy Certified | Extern — July 2026
- Content Creation, Storytelling, and Social Media Management Certified — TIBA Academy | June 2026