

Akoesiwa Jimmy

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PROFILE SUMMARY

Lifestyle Content Writer specialising in brand storytelling and narrative science. I use my Anatomy background and strong observation skills to turn everyday human experiences and complex ideas into relatable, memorable content. Created 90+ post body of work exploring human behaviour, storytelling, and science communication.

CORE COMPETENCIES

Lifestyle Content Writing	Content Planning
Brand Voice & Storytelling	Audience Research
Narrative Science Writing	Copy Editing
Script Writing	Content Strategy
Social Media Storytelling	Canva

WORK EXPERIENCE

Lifestyle Content Writer | Personal Brand | January 2026 – Present

- Created 90+ LinkedIn posts across human-centred storytelling, brand storytelling, and narrative science, turning everyday observations and complex ideas into relatable content.
- Turned small human behaviours and overlooked moments into stories that prompted readers to share experiences, recognise themselves, and engage in meaningful discussion.

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

- Created 18 story-driven TikTok scripts around spending habits, emotional spending, financial triggers, and everyday money decisions.
- Translated ordinary Nigerian spending situations into relatable scenarios and developed scripts with visual direction, dialogue, and voiceover guidance.
- Collaborated with the founder and content strategist to refine concepts, messaging, and script direction for S&B Tracker's pre-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 All Basics Uniforms, a US-based school 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 proposing content experiments and success metrics, including a 15% target conversion increase.

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