

**AcadEx COGNITIVE**

THE CITADEL OF EXCELLENCE

DISCIPLINE - INTEGRITY - EXCELLENCE



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# CAREER DEVELOPMENT AND TRAININGS

## FINAL CERTIFICATION PROJECT

### - CONTENT WRITING AND PUBLISHING PROGRAM -

#### 1. PURPOSE

The final certification project evaluates trainees on their ability to:

- Produce **high-quality written content (content writing)**
- Apply **persuasive writing techniques (copywriting)**
- Build a **consistent personal brand across platforms**
- Demonstrate **professional digital presence**
- Publish and promote content in real-world environments

This project represents a **complete content creator identity**, not just writing ability.

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## 2. FINAL PROJECT STRUCTURE

Each trainee must submit a **complete Content Writer Portfolio Package**. This includes:

### A. MAIN CONTENT PROJECT

- 1,200 – 2,000 word professional article
- Choose format:
  - Blog post
  - Educational article
  - Website content
  - Case study / storytelling article

Requirements:

- Strong structure (Hook → Body → Conclusion)
- Audience-focused writing
- Clear tone and readability
- SEO optimized (keywords + structure)

### B. COPYWRITING TASK

Trainees must create **persuasive marketing content**.

Choose ONE:

1. Sales Page / Landing Page

OR

2. Advertisement Copy (product or service)

OR

3. Social Media Sales Post

**Must include:**

- Attention-grabbing headline (Hook)
- Emotional trigger writing
- Problem → Solution structure
- Call-To-Action (CTA)
- Persuasion techniques (AIDA or PAS model)



## C. PERSONAL BRANDING PROFILE

Each trainee must define and present their **digital identity as a content writer**.

### 1. Social Media Identity

Provide the links to your:

- Facebook profile/page
- LinkedIn profile
- Instagram (optional but recommended)
- Any blog or publishing platform

When certified, we shall integrate them on the website and people can visit your social media pages directly from the AcadEx website.

### 2. Selected Niche

Trainee must clearly define:

- Their writing focus area
- Their specialization

Examples:

- Education content writer
- Lifestyle blogger
- Business & entrepreneurship writer
- Health & wellness writer
- Motivational storytelling writer
- Tech content writer

### 3. Target Audience Definition

Trainees must describe:

- Age group
- Interests
- Needs/problems
- Language level

Example:

“My target audience is young African students aged 16–25 who need guidance in academic success and personal development.”



## 4. AcadEx Personal Branding Identity

Each trainee must create a **brand identity within AcadEx ecosystem.**

Format: **[Name] + Content Identity**

Examples:

- **Dian's Success Stories**
  - Focus: inspirational success journeys
  - Content: interviews, real-life transformation stories
- **Dickson Lifestyle**
  - Focus: lifestyle, productivity, motivation
  - Content: daily routines, habits, personal growth
- **Mary Academic Hub**
  - Focus: education & study tips
  - Content: exam preparation, learning strategies
- **Elvis Business Insights**
  - Focus: entrepreneurship & finance
  - Content: business tips, startup guides

This helps trainees build **recognizable writing brands**, not just random posts.

## D. PROFESSIONAL PORTFOLIO

Each trainee must submit a structured portfolio including:

- Main article (Written Content) as structured in (A) above.
- Copywriting task
- Published links
- Social media profiles
- Branding description
- AI usage report

## Portfolio Format:

- Professional Photo (Name + Brand Identity)
- About Me (Writer identity)
- Content Writing Project
- Copywriting Project
- Branding Profile
- Social Media pages or published Work Links
- Conclusion

## E. CONTENT PROMOTION STRATEGY

- How content will be shared
- Platforms used
- Posting schedule
- Audience engagement plan

# PROJECT REPORT SUBMISSION

You are required to submit **one complete Project Report** in both **Word** and **PDF** formats

Name your file **Full Name – Project Report.pdf** and ensure all content is original, well-formatted, and professionally presented.

Submit through the official program email ([info@acadexcognitive.com](mailto:info@acadexcognitive.com)) before April 3<sup>rd</sup> 2026, ensuring all profile links and publication proofs (if any) are working.

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# PROJECT GRADING SHEET

| S/N | ASSESSMENT CRITERIA                       | EVALUATION INDICATORS   | MARKS OBTAINED |
|-----|---|---|----------------|
| A   | <b>Content Writing Quality</b>            | Clarity, Structure, Grammar, Depth of Ideas   | /20            |
| B   | <b>Copywriting Skills</b>                 | Persuasion Techniques, Emotional Engagement, CTA Effectiveness, Marketing Structure     | /20            |
| C   | <b>Personal Branding</b>                  | Clear Niche Definition, Strong Identity, Platform Consistency, Creativity of Brand Name | /15            |
| D   | <b>Social Media &amp; Online Presence</b> | Profile Completeness, Links Provided, Professional Presentation                         | /10            |
| E   | <b>SEO &amp; Digital Optimization</b>     | Keywords Usage, Meta Description, Readability, Structure Optimization                   | /10            |
| F   | <b>AI Usage Understanding</b>             | Prompt Quality, Ethical Use of AI, Improvement of Output                                | /5             |
| G   | <b>Portfolio Presentation</b>             | Organization, Clarity, Professional Formatting  | /10            |
| H   | <b>Publishing &amp; Visibility</b>        | Published Content Links, Proof of Publication   | /5             |
| I   | <b>Creativity &amp; Innovation</b>        | Originality, Branding Creativity, Content Uniqueness                                    | /5             |
| J   | <b>Communication &amp; Presentation</b>   | Oral Defense (Optional), Ability to Explain Work Clearly                                | /5             |

## TOTAL SCORE

TOTAL MARK : /100

## TRAINER'S REMARK

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## CERTIFICATION LEVELS

| Score  | Level       | Status                              |
|--------|-------------|-------------------------------------|
| 90-100 | Distinction | Certified Author – With Distinction |
| 70-89  | Merit       | Certified Author                    |
| 50-69  | Pass        | Certified Assistant Author          |
| < 50   | Fail        | Not Certified                       |



# Certification Requirements

To earn the **AcadEx Professional Certification**, every participant must successfully meet the following (3) requirements:

## 1. Core Requirements

- **Training Completion:** Full attendance and active participation in all training modules.
- **Assignments:** Successful submission of all module-based tasks
- **Branding Setup:** Creation of optimized professional profiles with a clearly defined niche and adherence to AcadEx branding standards.
- **Final Project:** A complete practical project demonstrating the application of all acquired technical, creative, and strategic skills.

## 2. Professional Reflection Video

- **Duration:** 3–7 minutes
- **Content:** Introduction, skills acquired, personal transformation, brand identity, and future career goals
- **Format:** MP4 file
- **Evaluation Criteria (15 Marks):**
  - Clarity of expression
  - Confidence and presentation
  - Relevance of content
  - Professional delivery

## 3. Supervision & issuance Fair

A mandatory **Final Project Supervision Fair of 2000 XAF** is required to support the certification and onboarding processes. Use only the official AcadEx accounts.

| Currency             | Amount (Approx.) |
|----------------------|------------------|
| FCFA                 | 2,000            |
| NGN (Nigerian Naira) | 5,200            |
| GHS (Ghana Cedis)    | 50               |
| USD (US Dollars)     | 3.30             |
| EUR (Euro)           | 3.05             |

Good Luck !!!

As you move through the last phase of this training

