

# PRECIOUS OMOLU

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## Objective

Proactive and dynamic individual with a proven ability to deliver strategic results, manage multiple priorities, and meet deadlines. Intuitive, and highly motivated with excellent organizational and communication aptitude. Impressive team-building skills as well as an enthusiast who is keen on learning new skills and gaining various experiences for career building and professionalism. Punctual and committed to producing qualitative work.

## Experience

February 2025 – Current

**Senior Writer, *Pulse Picks*.**

- Write well-researched, engaging, and original articles tailored to the Pulse Picks audience.
- Develop product reviews, buying guides, recommendations, and trend-driven content across multiple categories, including beauty, lifestyle, technology, and fashion.
- Craft SEO-optimized content that drives traffic and enhances Pulse Picks visibility on search engines.
- Proofread and edit articles to ensure clarity, consistency, and adherence to Pulse's editorial standards.
- Fact-check all content to maintain accuracy and credibility.
- Contribute to developing the Pulse Picks editorial voice, ensuring it resonates with the target audience.
- Work closely with the Editorial Lead to brainstorm, pitch, and execute content ideas.
- Collaborate with the creative and social media teams to align articles with multimedia content.
- Assist in developing content calendars, ensuring timely execution of content deliverables.
- Monitor and analyze content performance metrics to understand audience preferences.
- Adapt writing style and focus based on audience feedback and engagement data.
- Experiment with new content formats and storytelling techniques to captivate and retain the audience.
- Guide junior writers and freelancers, providing constructive feedback to

## Writer's Profile

### Pulse Picks

### Relevant Links

Instagram

LinkedIn

NCML's Twitter

NCML's LinkedIn

International Women's Day; Going Digital With ALL in Africa

The Ideation Process of Construction in Nigeria

Jumia Online Food Festival

Jumia Prime; Making Everyday Shopping Seamless

Nigerian Court Orders INEC to Transmit Results Via BVAS

Why Kenya Power Will No Longer Issue Breakdown of Token Charges

Ghana: Government urged to include kidney treatment under NHIS

## **CERTIFICATIONS**

**Introductory Seismic  
Simulation with  
ECLIPSE Suites  
(2016)**

PETRO TECH (ED)

**Certificate of Participation  
(2020)**

MINDCITY

**Jobberman Soft-Skills  
Training  
(2021)**

**Certificate of Completion  
(2021)**

Bachelor of Copywriting

**Basic Certificate  
(2021)**

RATATYPE

## **EDUCATION**

**October 2012 – July 2016**  
BSc. Petroleum Geoscience  
K.N.U.S.T, Ghana

**September 2005 –June 2011**  
WASSCE  
Saint Mary's Dedication  
British International School,  
Benin City

**September 2004 –  
September 2005**  
FLSC  
Airforce Primary School,  
Benin City.

## **SKILLS**

**Content Creation  
Research Skills  
Social Media Management  
SEO Proficiency  
Critical Thinking  
Effective Communication  
Adaptability  
Analytical Skills  
Time-Management  
Project Management  
Microsoft Office**

enhance their work.

- Uphold a high standard of writing and serve as a mentor for aspiring writers within the team.

January 2025 - Current

### **Digital Consultant, *TAF MEDIA***

- Develop and implement digital strategies to enhance TAF Media's online presence and audience engagement
- Oversee content creation, scheduling, and performance analytics across multiple social media platforms
- Optimise content for search engines and audience reach to increase visibility and engagement
- Manage digital ad campaigns, sponsorships, and revenue generation opportunities
- Grow and engage audiences through targeted strategies that increase followers, views, and interactions
- Track and analyse key performance metrics to refine digital content effectiveness
- Provide insights for website optimisation, user experience, and app functionality
- Conduct digital skills training for staff to enhance content production and digital literacy
- Collaborate with editorial, production, and marketing teams to align digital efforts with TAF Media's objectives
- Stay updated on digital trends and implement new technologies to expand media reach.

March 2023 - September 2024

### **News Writer and SEO Content Specialist, *News Central Media Limited***

- Produce high-quality news articles for online publication, adhering to SEO best practices to improve search visibility and audience engagement.
- Conduct thorough research on trending topics and news stories to stay updated with current events and industry developments.
- Optimize website content for search engines, including keyword research, meta tags, and content formatting.
- Manage and schedule content across News Central's Twitter and LinkedIn platforms, maintaining a consistent posting schedule.
- Monitor social media analytics and track performance metrics to assess the effectiveness of content strategies and identify areas for improvement.
- Engage with followers and respond to inquiries and comments on social media platforms in a timely and professional manner.
- Collaborate with the editorial team to brainstorm content ideas and ensure alignment with editorial guidelines and standards.
- Stay informed about emerging trends and best practices in digital content creation, SEO, and social media marketing to continuously enhance strategies and tactics.

September 2022 – January 2023

**Content Writer & LinkedIn Strategist, Vpay (VFD Microfinance Bank)**

- Develop and execute a comprehensive content strategy for the fintech company's LinkedIn presence.
- Create engaging and informative posts, articles, and multimedia content to showcase the company's expertise in the financial technology sector.
- Collaborate with internal teams to gather relevant information and stay abreast of industry trends to ensure the content remains current and valuable.
- Build and nurture a strong LinkedIn community by actively engaging with followers, industry professionals, and potential clients through comments, messages, and discussions.
- Coordinate joint initiatives, such as webinars, interviews, and content collaborations, to amplify the company's brand reach.
- Generate high-quality blog posts and articles that cater to the fintech audience, covering topics such as cryptocurrency, digital banking, online payments, and regulatory changes.
- Incorporate SEO best practices to enhance the visibility of fintech-related content, ensuring that articles rank well on search engines and reach the target audience.
- Develop engaging and informative content focused on various aspects of finance, including investment strategies, financial planning, market trends, and fintech innovations.

September 2022 – February 2023

**Content Writer, LSF PR**

- Creatively wrote excellent content, press releases, articles, etc.
- Confidently spoke with the media/clients, gaining coverage in the right press.
- Carried out research on client and potential client's competitors and kept up to date with the markets/industry they operate in.
- Helped prepare regular client reports and attended client meetings.
- Helped develop and researched news stories for clients to create brand awareness.
- Supported senior team members.

September 2021 – August 2022

**Operations Officer, EDO-CSDA**

- Sensitized and mobilized communities on CSDA project objectives and activities as well as issues related to COVID-19.
- Facilitated communities to undertake needs assessment and prioritization that were socially inclusive and environmentally sustainable.
- Facilitated communities in the formulation of CDP.
- Built capacity of the CPMCs and LGRC Desk Officers, as appropriate, through providing training in requisite areas e.g., Participatory Rural Appraisals (PRAs),

## **INTERESTS**

Books

Movies

Puzzle games

Writing

Travelling

Professional Development

Networking and

Collaboration

News and Current Events

Community Involvement

record and book-keeping, project management, mainstreaming gender, environment, and natural resources issues etc., as identified by the Project Officer- IEC, and Project Officer- E&T.

- Supervised the implementation of the CDPs to ensure quality assurance. • Ensured timely replenishment of accounts of the CPMCs.
- Collected, collated and forwarded to the M&E Department, information/data on micro-project activities in communities.
- Submitted monthly, quarterly and annual departmental reports to M&E Department on schedule, through the Manager, Operations.
- Set monthly and quarterly performance targets based on the work plan. • Submitted regular reports to the Project officer or relevant section for whose activity they are deployed at any point in time.
- Responsible to the Project officer, Supervision.
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May 2020 – August 2021

**SEO Content Writer, *The Growth Network***

- Prepared well-structured drafts using Content Management Systems.
- Proofread and edited blog posts before publication.
- Conducted simple keyword research and used SEO guide- lines to increase web traffic.
- Promoted content on social media.
- Ensured all-around consistency (style, fonts, images and tone).
- Updated website content as needed.

January 2019 - April 2020

**English Language Teacher, *Winners' Pride International School***

- Graded students' work based on completion, timeliness, and accuracy and kept detailed records of grades.
- Authored tests and quizzes to evaluate student learning and comprehension.
- Designed exams to test fluency in reading, writing, speaking, and comprehension of English language.
- Developed teaching materials to supplement the standard curriculum, enhancing learning concepts and promoting student engagement.

January 2018 – December 2018

**English Language Teacher, *Hope Middle School, Ilesa (NYSC)***

- Graded students work based on completion, timeliness and accuracy and kept detailed records of grades.
- Authored tests and quizzes to evaluate student learning and comprehension.
- Designed exams to test fluency in reading, writing, speaking and comprehension of English language.
- Developed teaching materials to supplement standard curriculum,

enhancing learning concepts and promoting student engagement.

July 2015 – October 2015

**Industrial Trainee, *Edo State Oil and Gas Producing Area Development Council (EDSOPADEC)***

- Worked closely with industry professionals to expand upon acquired training with practical knowledge.
- Tracked daily performance of activities.