

OLUWASEYI MAFE

CONTENT WRITER

Phone: +2349022523175

Mail: Oluwaseyimafe08@gmail.com

LinkedIn: Oluwaseyi Mafe

PROFILE

Highly motivated and talented content writer with a passion for crafting engaging and impactful written content. Skilled in creating compelling articles, blog posts, and web content to captivate audiences and drive organic traffic. A creative thinker who thrives in a fast-paced environment, constantly seeking new challenges and opportunities for professional growth

EXPERIENCE

Balphabet, Lagos

Content Writer

August 2019 - May 2021

- Created compelling brand stories and content for brand pages, strategically positioning the brands in their respective target markets.
- Successfully delivered stories that enhanced brand recognition and fostered positive client relationships.
- Developed strong ties with clients through effective communication and collaboration.
- Acquired valuable experience in client relationship management, gaining insights into building and maintaining fruitful partnerships.

Jiji, Lagos

Offline Customer Acquisition Executive

May 2022 - August 2022

- Onboarded customers on the CRM platform
- Visited customers to get feedback on sales improvement
- Registered new customers on Jiji website

SKILLS

Copywriting and editing
Proofreading
Social media management
Keyword Research
SEO

TOOLS

Google Analytics
Microsoft Office Suite
Canva
Grammarly
Notion
Semrush

CERTIFICATIONS & TRAINING

Jobberman Soft Skills Training Certification 2021
Side Hustle Internship: Digital Marketing and Content Creation 2022
Google Fundamentals of Digital Marketing

EDUCATION HISTORY

UNIVERSITY OF LAGOS, LAGOS - BACHELOR OF SCIENCE

2018 - 2023

B.SC FINANCE

FEDERAL SCIENCE AND TECHNICAL COLLEGE, LAGOS - SSCE

2012 - 2018

SENIOR SCHOOL CERTIFICATE EXAMINATION (SSCE)