

BADERO ADERINSOLA OKIKIOLA

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Content Writer

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Experienced Content Writer with a proven track record in delivering high-quality, SEO-optimized content tailored to client specifications across various industries. Proficient in utilising ChatGPT, Google Suite, Yoast, and Grammarly tools to enhance content quality and performance. Adept at managing multiple projects simultaneously, ensuring timely delivery, and maintaining exceptional accuracy and relevance. Skilled in conducting thorough research, optimising content for search engines, and adhering to strict academic guidelines, resulting in consistently high client satisfaction and repeat business. Committed to producing engaging, well-researched content that aligns with client goals and contributes to long-term success. Strong ability to collaborate with clients and subject matter experts, integrating feedback to enhance content effectiveness and audience engagement

CORE TOOLS

- | | | |
|-------------|-----------|----------------|
| • Koala | • Yoast | • Canva |
| • WordPress | • ChatGPT | • SEMrush |
| • Grammarly | • MS Word | • Google Suite |

CORE SKILLS

- | | | |
|--------------------------|----------------------|------------------------|
| • Research | • Creativity | • Blog Writing |
| • Copy Writing | • Content Writing | • Communication |
| • SEO Knowledge | • Social Media Savvy | • Content Creation |
| • Content Strategy | • Business Knowledge | • Audience Research |
| • Proofreading & Editing | • Academic Knowledge | • Grammar & Vocabulary |

PROFESSIONAL EXPERIENCE

CV/Content Writer | RKY Careers, UK

2024 – Present

- Create and edit CVs tailored to specific job roles and industries, structuring and formatting CVs professionally, ensuring clarity, accuracy, and coherence, aiming to increase client satisfaction by 35%.
- Conduct in-depth reviews of client CVs to identify areas for improvement, providing personalised feedback and making enhancements that align with industry expectations, resulting in a 30% increase in client callbacks for interviews.
- Utilise industry-specific keywords and Applicant Tracking System (ATS) optimisation techniques to enhance CV visibility to employers, ensuring each CV aligns with job postings and increases the likelihood of passing ATS filters.
- Collaborate with editorial teams to develop blog content strategies aligned with current market trends, producing 8-10 blog posts monthly, increasing website traffic by 20% through targeted content that resonates with the audience.
- Optimise blog posts and web content for search engines, improving organic search rankings by integrating SEO, conducting keyword research, crafting meta descriptions, and using internal linking strategies that boost page visibility by 30%.
- Generate innovative content ideas and support marketing campaigns by crafting compelling blog posts, contributing to a 25% increase in user engagement through targeted content that aligns with brand voice and campaign goals.

SEO Content Writer | Graduates First, UK

2023 – 2024

- Conducted comprehensive keyword research using SEMrush to identify relevant keywords with high search volumes and low competition, increasing the website's keyword rankings by 15%.
- Optimised on-page elements such as meta descriptions, title tags, headers, and images across all content pieces, ensuring all content meets the latest SEO guidelines, contributing to a 10% improvement in the site's overall search engine ranking.
- Developed engaging and accurate content for employment tests and assessments, improving the relevance and accuracy of test materials by 20%, ensuring that all content aligns with the latest industry standards and best practices.
- Collaborated with subject matter experts to clarify complex concepts, making them accessible to a broader audience, resulting in a 30% improvement in reader comprehension and positive feedback on content.
- Crafted well-researched, engaging, and informative articles that resonate with the target audience, increasing user engagement by 25% and encouraging reader interaction.
- Stayed updated with the latest content marketing and SEO trends, implementing new strategies and formats that led to a 10% increase in content effectiveness and audience reach.

Research Writer | Brains Achi's Consult

2022 – 2024

- Researched and delivered high-quality content to clients according to specified deadlines, maintaining a 100% on-time delivery rate, ensuring all content meets client expectations, contributing to a 15% increase in client retention.
- Managed multiple projects simultaneously, delivering high-quality content on time and within budget, maintaining a 100% on-time delivery rate.
- Conducted thorough research to ensure the accuracy and relevance of content across various industries, providing clients with fact-checked, authoritative content and reducing content revision requests by 25%.
- Maintained clear and consistent communication with clients throughout the content creation process, integrating client feedback promptly, leading to a 30% reduction in content revisions and improved client relationships.
- Conducted in-depth research on academic topics, producing well-structured and adequately referenced papers, essays, and reports, ensuring all content meets educational standards, contributing to a 90% acceptance rate of papers.
- Delivered original, plagiarism-free academic content, utilising tools like Grammarly to ensure content integrity, achieving a 0% plagiarism rate across all submissions and safeguarding the academic reputation of clients.

KEY ACHIEVEMENTS

- Successfully boosted organic search traffic by 25% through strategically integrating high-ranking keywords and on-page SEO best practices across multiple client projects.
- Managed concurrent writing projects with varying deadlines, consistently delivering high-quality content on time, which led to a 95% client retention rate.
- Enhanced client communication and feedback integration processes, resulting in a 30% reduction in requested content revisions and improved overall client satisfaction.
- Produced well-researched and meticulously referenced academic papers that met strict academic standards, achieving a 90% acceptance rate for submissions to journals and educational institutions.

EDUCATION

- **BSc. Biochemistry** | Kwara State University **2022**

CERTIFICATIONS AND TRAINING

- **Sales and Marketing** | Nestle Youth Development Program **2023**
- **Global Leadership Network Certificate** **2022**