



Kabirat Akinlolu

Content Curator

CONTACT ME

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EDUCATION

BSc in Mass Communication
University of Lagos
2011 - 2016

CERTIFICATIONS

AI and Machine Learning with Python
Regression Hackathon
2022

TRAININGS

BACKEND DEVELOPMENT |Zuri training |Python|2021

DIGITAL MARKETING |HNG internship |HNGi8|2021

WORK EXPERIENCE

Freelance Copywriter 2022 - Present

Top Worldwide LLC, Austin, Texas

- Interpreting briefs to produce original contents.
- Using research to establish a strategy for reaching out to the target audience.
- Reworking content based on feedback from stakeholders.
- Ensuring all copies are proofread and free of errors.
- Use SEO principles to maximize copy's reach.
- Identify fresh and interesting angles for contents

Editor In Chief 2022 - Present

All Naija Trends, Nigeria

- Editing articles for accuracy, grammar, and style.
- Evaluating content and making decisions on appropriateness for the publication.
- Acting as a representative for the publication at events.

New Media Executive 2018 - 2022

Consolidated Media Associates , Nigeria

- Handling all socials for Trybe TV and Ummah TV.
- Building a social media presence by maintaining a solid online presence.
- Grow social media reach, followership and engagements by updating the pages with creative contents.
- Working in line with the copy writer in the introduction of new contents to identified target market.
- Deploy and monitor paid ads on strategic content for Facebook and Instagram.
- Post worthy contents on the website.
- Create original posts to drive more traffic to the websites.

Content Writer 2017 - 2018

Koko TV, Nigeria

- Regularly produce various content types, including email, social media posts, and blogs.
- Create content marketing campaigns to drive leads and subscribers to generate traffic to our site.
- Actively manage and promote our blog and pitch articles to relevant third-party platforms.
- Edit content produced by other members of the team.
- Analyse content marketing metrics and makes changes as needed.
- Collaborate with other departments to create innovative content ideas.

SKILLS

- Outstanding written and verbal communication skills
- Researching & reporting skills
- Script writing
- Teamwork
- Strong Work Ethics
- Multitasking
- Proficiency in Microsoft Packages
- Problem solving
- Experience using Word Press, Buffer, Gramblr and Tweet deck
- Time management
- Self-Motivated