

# Emmanuel AyoKunle Abu

WRITER | STRATEGIST | MARKETER

## Profile

I thrive in spaces where words become art, strategies turn into victories, and brands find their voice. As a writer, I wield the power of language to craft compelling narratives that captivate, inform, and inspire. My skill set is further inflamed as a strategic thinker and marketing pro who flourishes in analyzing complexities, unraveling challenges, and architecting ingenious solutions that propel businesses forward.

## Employment History

### Retail Executive , Mutual Benefits Life Assurance Limited, Akure

11/2018 - 12/2021

- Excelled in cold calling marketing, delivered impactful presentations, and nurtured client relationships.
- Managed portfolios worth over 50 million naira, earning 'Retailer of the Year' award.
- Maintained updated customer records, identified prospects, and closed business.
- Relationship management with Prospects and clients

### Digital Marketer and Strategist, Digify Nigeria , Lagos

05/2022 - 12/2022

- Social Media Ads Management
- Digital Content Marketing
- Community Management
- Digital Marketing Strategy

### Social Media Manager, Cobalt Technologies limited (freelance), Lagos, (remote)

11/2021 - 12/2022

- Managed Instagram accounts, designed content calendars, and created engaging content.
- Collaborated with the design team and optimized social media strategies.

### Content Writer, Hubforjobs, Lagos, (Remote)

01/2023 - 04/2023

- Created compelling blog posts, combining writing prowess with strategic thinking.
- Contributed to enhancing online visibility and driving organic traffic
- - Created informative finance-related content, delivering over 7000 words weekly.
- Incorporated SEO best practices to enhance discoverability and search engine ranking.

### Content Writer, Evolved X, Lagos Nigeria

07/2023 - Present

- Research industry-related topics (combining online sources, interviews, and studies)
- Write clear marketing copy to promote our products/services

## Personal Details

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[ayokunleabu@yahoo.com](mailto:ayokunleabu@yahoo.com)

## Links

Portfolio

Blog

LinkedIn

## Skills

Team leadership

Critical thinking and problem solving

Advance Analytical Thinking Skill

Fast Learner

Organization, Proactiveness and relationship building.

Google and Office suites

Effective Time Management

- Prepare well-structured drafts using Content Management Systems
- Proofread and edited blog posts before publication
- Submit work to editors for input and approval
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images, and tone)
- Update website content as needed,
- Email Marketing

## Education

**Urban and Regional Planning, Federal University of Technology,  
Akure**

09/2011 - 09/2016