

ODEYEMI JOHN

Content Writer/Strategist,
Copywriter, Editor

Contact

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Skills

Managerial /administrative skills, Marketing, and advertising strategies

Excellent

Microsoft office Programs, Content management systems

Excellent

Editing and review, Unique content creation, Email Marketing,

Excellent

Content Strategy, Public Relations Campaigns, Proficiency in Wordpress, Storytelling

Excellent

Articulate communications, Brand messaging, Team contribution,

Excellent

Print Collateral, Social Media Content, SEO

Excellent

Languages

Successful innovative content strategist/writer, and editor with ten years of converting casual browsers into loyal customers using effective marketing and advertising strategies. A proponent of SEO keyword integration to optimize online click rates, possessing strong creativity to deliver unique copy and in-depth knowledge of competitive campaigns and offerings. An astute user of several content management systems with a dedication to broadening companies' customer bases by enhancing public appeal through clever advertising copy.

Education

2008-11
2013-03

Bachelor of Arts: English Language

Obafemi Awolowo University - Ile-Ife, Nigeria

- Member of Association of Campus Journalist and Association of Nigerian Authors.
- Elected to Editor-in-Chief of the Association of Nigerian Authors, OAU chapter in 2012.
- Elected to Chairman, Electoral Committee of the National Association of Students of English and Literary Studies (NASSELS) in 2011.
- Elected to Chairman, Judicial Committee of the National Association of Students of English and Literary Studies (NASSELS) in 2012.

Work History

2020-04
Current

Editor, Content Strategist, and Copywriter

African Industries Group (AIG), Lagos

- Wrote and edited content and publication guidelines.
- Produced original, creative content that conform to company-wide branding standards for promotional advertisements and marketing materials to increase sales by 100%.
- Wrote compelling, succinct, clear content scripts for advertisement under tight deadlines.
- Collaborated with team members on topic ideation to determine key buyer personas and goals.
- Assisted with drafting speeches and program talking points for events.
- Edited content produced by senior executives, modifying text to conform to company-wide branding standards and publication guidelines.
- Improved search result rankings with targeted SEO strategy.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Wrote social media outreach posts on both informational and promotional topics.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Reviewed and edited final copy for accuracy and to correct grammar errors.

English Language

Excellent

Yoruba

Excellent

2016-01
2021-01

- **Founding Editor/Content Manager**

Eagle Pupil Consulting, Lagos

- Managed content distribution to 4 online channels and social media platforms.
- Used content management system to analyze user engagement and website traffic metrics.
- Approved, reviewed, and edited content flowing to website.
- Streamlined functions by developing and implementing processes and task management ticket systems.

2014-03
2020-11

- **Managing Editor/Literature Segment Editor**

BraveArts Africa Media, Lagos

- Established and oversaw compliance with style guide, editorial guidelines, and brand identity throughout entire publication portfolio.
- Oversaw publication of over 20 digital and print products, aligning multi-media content strategies to maintain cohesive brand identity.
- Coordinated literature segment content and topics with editor in chief.
- Led departmental meetings to align creative output behind singular editorial voice.

2019-06
2020-04

- **Deputy News Editor**

Nairametrics Financial Advocates Limited, Lagos

- Conceptualized, pitched, assigned, and monitored over 100 stories from origination to publication.
- Proofread, edited, and evaluated final copy to verify content aligned with established guidelines.
- Reported to Managing Editor about news articles from in-house and freelance writers.
- Collaborated with colleagues throughout newsroom to identify and land compelling journalism.
- Articulated and reinforced standards for ethics and professional conduct.
- Supported publication by helping develop layouts and collaborating with production teams.

2016-12
2019-06

- **Chief Editor**

RiseUp Schools and Colleges, Lagos

- Led editorial board to publish 2 high quality school magazines and other materials.
- Oversaw and developed student and staff writers to optimize production and quality of work.
- Determined readiness of written pieces, made changes, and approved final versions for publication.
- Minimized procedural problems and publication errors with stringent fact checking.

2013-07
2014-02

- **Writer/Editor/Reporter/Book Reviewer**

Textsworth Publishing Limited, Lagos

- Utilized exceptional writing, editing and proofreading skills to produce more than 10 engaging and error-free

educational publications.

- Proofread copy written by colleagues to correct spelling, punctuation, and grammar.
- Read several books approved by editorial board and wrote engaging reviews on them for company's magazines.
- Conducted interviews with subject matter experts to generate topics.

2013-03
2013-07

- **Project Manager/Marketer**

Techspectral Technologies, Lagos

- Created documentation outlining research findings for use by customers and other marketing staff to make accurate decisions about future plans.
- Planned about 3 marketing initiatives and leveraged referral networks to promote business development.

Volunteering

- Regional/Country Correspondent, YALI TV, Accra, Ghana (September 2019 - June 2022)
- SHIFT NIGERIA Network, Nigeria (February 2019 – March 2021)
- Judge, Moderator and Facilitator, Water Youth Forum Annual Debate, Spelling Bee and Quiz Competitions (December 2016 – December 2020)
- Social Media Reporter (SMR), Association of African Universities (AAU), Accra, Ghana (August 2017 – August 2019)
- Peer Education Trainer (Certified), NYSC Reproductive Health and HIV/AIDS Prevention Project Youth (April 2014 – March 2015)
- Participant / Team Leader, AGENT505 Community Sanitation Project (August 2009 – January 2013)

Freelance Work History

- Proofreader and Copy Editor, The Bible Society of Nigeria
- Creative Content Writer, Afrihood Real Estate Development Company, Ikoyi, Lagos
- Head, Language Department, RiseUp Schools and Colleges, Lagos (2017-2019)
- English Language and Literature Teacher, RiseUp Schools and Colleges, Lagos (2015-2019)
- English Language Teacher, College of Islamic Sciences, Gusau, Zamfara State, Nigeria (April 2014 – March 2015)
- English Language and Literature Tutor, Solid Solutions Tutorials, Ile-Ife, Osun State (June 2010 – January 2013)
- English Language and Literature Tutor Gifted Hands Tutorial College, Ile-Ife, Osun State (August 2011 – January 2013)
- Examiner (English Language), West African Examinations Council (WAEC): Examiner's No: 3022/5393 (August 2014 – 2019)

- Examiner (English Language), National Examination Council (NECO) (September 2014 – 2019)

Certifications

2013-07	Certified Writer and Editor, Association of Professional Writers, and Editors (IAPWE)
2013-07	Writing, Editing, and Review Training, Textsworth Publishing Limited
2014-04	Peer Education Training Course, NYSC/National Reproductive Health Initiative
2019-02	Leadership Training Course, Young African Leadership Initiative (YALI)
2019-10	Leadership Training, Commonwealth Open Leadership Course (Commonwealth100)

Interests

Content writing

Editing

Leadership

Reading

Public speaking

Reviewing

Accomplishments

Increased visibility, conversion rates, and sales for several brands, including the now best-selling TMT rebar – TIGER TMT through creation of quality, engaging and customer-centric content and campaigns.

Affiliations

- International Association of Professional Writers and Editors (IAPWE)
- Young African Leadership Initiative (YALI)
- Association of Nigeria Authors (ANA)
- Commonwealth Open Leadership Course (Commonwealth100)

Publications

- Super Reader Primary School English Textbooks and

Workbooks, Books One - Six, Textsworth Publishing Limited, CMD, Lagos (2014-2019)

- Super Reader Secondary School English Textbooks and Workbooks, Junior Secondary School 1-3, Textsworth Publishing Limited, CMD, Lagos (2019-2020)
- University Tertiary Matriculation Examination Premium Series – Use of English: Solid Solutions Publications, Ile-Ife, 2012
- Literature: A Veritable Tool of Expression for Youths, an Independence Day Presentation at Jury Press, Faculty of Law, Obafemi Awolowo University, Ile-Ife, 2012.
- A Rhetorical Discourse Analysis of the 2016 Independence Day Speech of President Muhammadu Buhari. An academic research paper written to be published, 2016.

Awards and Honors

- Most Aligned Staff, RiseUp Schools and Colleges, December 2018
- Jury Press Short Story Awards, Obafemi Awolowo University, recipient, 2012, Story: "The Legion and the Beasts."
- The Bible Society of Nigeria (BSN) Essay Competition, finalist, 2014, Essay: Electoral Malpractice: Bane of Nigeria Politics.
- TEDx IFE, Obafemi Awolowo University, Guest Performer, Nigeria. 2011.
- Poetry Speaks Spoken Word / Poetry Competition, Obafemi Awolowo University, Nigeria, Guest Performer, 2011.

Referees

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