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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Ayokunle**  **Adebawo**     |  |  | | --- | --- | |  | ayokunleadebawo1@gmail.com | |  | 080-882-69756 | |  | Tipper, Ketu, LAGOS 100243 | | | **Skills**   * Documentation and reporting * International sales support * Complaint resolution * Report preparation * Microsoft Office Suite (Word, Excel, Power Point) proficiency * Outstanding communication skills * SEO Optimization * Terrific Content Writing * Customer Relations * Sales expertise * Strategic sales knowledge   **Education**  University Of Lagos  Lagos  •  Expected in 12/2023  *Master of Science* : Economics  In-view  Lagos State University  Lagos  •  01/2015  *Bachelor of Science* : Economics/ Education   * Graduated with 4.01 CGPA * Graduated in Top 4 of Class * Published a book titled: “CHARACTER ENCOUNTER”   Adeniran Ogunsanya College of Education  Lagos  •  02/2009  *NCE* : Economics/Social Studies   * Awarded Over All Best for two consecutive years.   **Certifications**   * **University of Leeds** (Decision making: How to choose the right problem to solve) - 2020-04 * **Asian Development Bank Institute** (Energy, Economics, Environment And Policy) - 2020-04 * **University of London** (Managing The Future Company) - 2020-04 * **University of Leeds** (Evidence of Data Collection for Problem Solving) - 2020-04 * **King's College London** (Introduction to Business Management) - 2020-04 | | |  | | --- | | **Professional Summary**  Creative and results-driven content creator with a passion for storytelling and a knack for engaging audiences. With [X] years of experience, I have honed my skills in crafting compelling and shareable content across various platforms, including social media, blogs, and video. Proficient in content strategy, SEO optimization, and audience analytics, I excel at translating ideas into impactful content that drives brand awareness and fosters audience loyalty. Known for adapting to emerging trends and platforms, I am committed to delivering high-quality, authentic content that resonates with target audiences and achieves measurable results. Let's collaborate to elevate your brand's digital presence and connect with your audience on a deeper level." | | **Work History**  Upwork, California, USA. – Specialized Technical Writer - 09/2023 - Current   * Researching and comprehending complex technical information. * Translating intricate technical concepts into clear, user-friendly documentation. * Creating user manuals, technical guides, and product documentation. * Collaborating with subject matter experts to gather accurate information. * Ensuring documentation complies with industry standards and regulations. * Reviewing and revising documentation for accuracy and clarity. * Adapting writing style to target different audiences, from novice users to experts.   Opera News Hub – Content Creator  Remote, Lagos. 04/2020- Current   * Research industry-related topics (combining online sources, interviews and studies). * Write clear news content to promote our products/services. * Prepare well-structured drafts using Content Management Systems. * Proofread and edit 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 readers’ needs and gaps in our content and recommend new topics.   Ajebadin Realtors Group – Content Writer Lekki, Lagos  •  03/2019 - Current   * Evaluated customer information to explore issues, develop potential solutions and maintain high-quality service. * Producing well-researched and engaging content pieces, such as articles, blog posts, website copy, social media content, and more. * Conducting thorough research to ensure accuracy and credibility in content. * Continuously improving writing skills and keeping abreast of industry changes and developments. * Building a portfolio of work to showcase expertise and versatility as a content writer. * Adapting writing style and tone to suit different content goals and audiences. * Managing multiple projects simultaneously and prioritizing tasks effectively. * Collaborating with subject matter experts to gather information for technical or specialized content. * Adhering to brand guidelines, tone, and style preferences of clients or the publication. * Meeting deadlines and delivering polished, error-free content on time. * Crafting content that is optimized for search engines (SEO) when required. * Collaborating with editors, clients, or team members to refine content based on feedback and requirements.   Ayus Royal Limited - Content Writer  Ifako Agege, LAGOS  •  04/2017 - 02/2019   * Producing well-researched and engaging content pieces, such as articles, blog posts, website copy, social media content, and more. * Conducting thorough research to ensure accuracy and credibility in content. * Adhering to brand guidelines, tone, and style preferences of clients or the publication. * Meeting deadlines and delivering polished, error-free content on time. * Crafting content that is optimized for search engines (SEO) when required. * Collaborating with editors, clients, or team members to refine content based on feedback and requirements. * Brainstorming and generating creative ideas for new content topics and formats. * Staying up-to-date with industry trends and best practices in content writing and marketing. * Understanding the target audience and tailoring content to resonate with them. * Maintaining consistency in messaging and branding throughout all content pieces. * Proofreading and editing content to ensure grammar, punctuation, and style guidelines are met. * Handling revisions and updates to existing content as necessary. * Tracking and analyzing content performance metrics when applicable. * Adapting writing style and tone to suit different content goals and audiences. * Managing multiple projects simultaneously and prioritizing tasks effectively.   Independent National Electoral Commission - Supervising Presiding Officer  Maiduguri, BO  •  11/2015 - 11/2015   * Collaborated with Presiding Officer to achieve 100% successful poll. * Developed and maintained courteous and effective working relationships. * Worked closely with Presiding and Collation Officers to maintain optimum levels of communication to effectively and efficiently complete election result for unit. * Used critical thinking to break down problems, evaluate solutions and make decisions. * Created plans and communicated deadlines to ensure election results in by unit were completed on time.   Capital Express Assurance LImited - Financial Planner  Yaba, Lagos  •  05/2009 - 10/2010   * Educated clients on various financial matters and provided professional recommendations on investment opportunities, products and services based on each clients' individual needs. * Assisted brokers and advisors with servicing clients by preparing financial plans, conducting investment research and completing trades and transactions. * Assisted clients with preparing financial plans, conducting investment research and completing trades and transactions to assess and meet financial goals. * Helped clients plan for and fund retirements using mutual funds and other options to manage, customize and diversify portfolio. * Prepared for and coordinated 90% marketing events, created marketing compliance documentation and managed event marketing reimbursement to increase customer base and grow revenue.   **Affiliations**  Institute of Strategic Management, Nigeria (ISMN) – (ASM)  Teacher Registration Council of Nigeria (TRCN) | |

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