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| **Ayokunle****Adebawo**

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|  | ayokunleadebawo1@gmail.com |
|  | 080-882-69756 |
|  | Tipper, Ketu, LAGOS 100243  |

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| **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-viewLagos 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
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| **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 CreatorRemote, 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 WriterLekki, 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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