

# DAMILOLA ADEBAYO

## Experienced Marketing and Communications Professional

Isolo, Lagos, Nigeria | E: [d.adebayo1995@gmail.com](mailto:d.adebayo1995@gmail.com) | M: +234 (0) 906 546 5317, 809 656 3079.

### CORE SKILLS AND COMPETENCIES

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- Content Strategy and Management
- Brand Communication and Strategy
- Digital Marketing
- Content Marketing
- SEO/SEM
- Public Relations
- Copywriting and Editing
- Content Writing and Editing
- Leadership and Teamwork
- Social Media Marketing
- Corporate Communications
- Customer Service
- Office Suite
- Creativity and Innovation
- Community Management
- Market Research
- Email Marketing
- Graphic Design

### WORK EXPERIENCE

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#### **TweakCentric Solutions**

*PR and Content Specialist*

*Content and Communications Associate*

#### **Lagos, Nigeria**

(Jun 2022 – Present)

(Apr 2020 – Jun 2022)

- Researched, developed, and implemented public relations and communications solutions to highlight marketing solutions for TweakCentric Solutions and its clients.
- Developed digital and content marketing plans and strategies for TweakCentric Solutions and its clients while ensuring the promotion of best industry practices.
- Utilised exceptional writing, editing, and proofreading skills to create SEO-friendly, high-quality content through in-depth research on various topics and campaigns.
- Crafted compelling career editorial content (CVs, cover letters, SOPs, Personal Statements, scholarship essays, etc.), achieving an outstanding score and acceptance rates of over 70%.
- Collaborated in the planning and execution of various programs and events, including the Farm&Fortune TV show (3 seasons), Adewale Student's conference (3 editions), and Career Advantage Sessions (2023), achieving set goals and objectives.

#### **UNITeS Integrated**

*Content and Copywriting Lead (Contract)*

#### **Lagos, Nigeria**

(Jan 2023 – Jun 2023)

- Developed and executed comprehensive content marketing strategies to drive the promotion of UNITeS, Digital Switch, and clients' marketing solutions.
- Conducted in-depth research and analysis to inform content creation and optimize SEO strategies, ensuring maximum visibility and engagement.
- Produced high-quality copy for diverse marketing materials, including articles, email campaigns, social media posts, product/service descriptions, and other relevant content, achieving marketing objectives.
- Led and managed a dynamic team of writers and editors, providing guidance and support to maintain consistent brand messaging across all channels.
- Crafted high-quality copies and content for various programs and events, including the Certified Ethical Hacking course and program, Ota Youth Program, NICO competition, and Graduate Internship Programs, successfully achieving all set goals and objectives.

#### **OnBecomingAMan (OBAM) NGO**

*Content and Community Manager*

#### **Lagos, Nigeria**

(Apr 2020 – Dec 2022)

- Planned, developed, and launched community programmes and Initiatives such as #OBAMWeeklyConvos, #MonthlyMeet, and The Men's Roundtable meetings.
- Employed excellent writing, editing, and proofreading skills to create SEO-friendly, engaging, error-free, high-quality content for the website.
- Engaged consistently with the online community members while building positive relationships with them.

**Cloud Interactive Associates,**

*Content Writer and Developer (Part-time)*

**Lagos, Nigeria**

(Jun 2019 – Aug 2021)

- Proofread, edited and evaluated final copies to ensure that content adhered to established guidelines.
- Utilised excellent writing, editing, and proofreading skills to create SEO-friendly, engaging, error-free, high-quality content.
- Created daily content for mobile value-added service and advertising.
- Completed extensive research on assigned topics to create content.

**St Anne's School,**

*English Teacher*

**Oyo, Nigeria**

(Jul 2018 – Jun 2019)

- Taught English Language and Literature to JSS 3 students.
- Administered assessments to determine each student's specific educational and social needs
- Evaluated academic performance and social relationships to identify and help struggling students

**EDUCATION**

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- University of Lagos – *PGD in Mass Communications* (2019 – 2021)
- University of Lagos – *B.A in English* (2013 – 2017)

**PROFESSIONAL CERTIFICATIONS AND MEMBERSHIPS**

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- CIPR (UK) – *Certificate in Professional PR* (2021 – present)
- HubSpot – *Email Marketing Certification* (2023)
- Hubspot – *Search Engine Optimization* (2022)
- Udemy – *Copywriting* (2022)
- Udemy – *Effective Corporate Communications* (2022)
- HubSpot – *Digital Marketing Certification* (2022)
- HubSpot – *Content Marketing Certification* (2021)
- Google – *Fundamentals of Digital Marketing* (2020)
- Alison – *Customer Service Training* (2020)
- NIM – *Proficiency Certificate in Management* (2019)

**LEADERSHIP ROLES AND COMMUNITY SERVICE**

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- Sports Secretary, National Association of Students of English and Literary Studies (NASELS)/ UNILAG, Lagos / 2015 –2016.
- Nifemi Brown Initiative (Volunteer)

**HOBBIES AND OTHER INTERESTS**

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- Researching, watching documentaries, reading, and sports.

**REFERENCES**

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Available Upon Request