

# BABAYEMI OLUWATOFUNMI RACHEAL

Location: Lagos, Nigeria.

Email: [babayemitofunmi@gmail.com](mailto:babayemitofunmi@gmail.com)

Contact No: 07050877859

LinkedIn: [Linkedin](#)

## CAREER OBJECTIVE:

Enthusiastic and skilled content writer with 3 years of experience creating engaging and SEO-friendly content. Passionate about crafting compelling narratives and delivering valuable information to diverse audiences. Seeking an opportunity to contribute my writing expertise and creativity.

## EDUCATION

Bachelor's Degree in Public Administration.

[In-View]

Obafemi Awolowo University

## SKILLS

Blog Writing | Article Writing | Social Media Management | SEO Proficient | Research | Content Management Systems | Content Writing | Creative Writing | Proofreading | Editing | Story Telling

## WORK EXPERIENCE

CONTENT MANAGER – FETRONICS.NIG.LTD

[Jan 2022 – Nov 2022]

- Created and optimized engaging content for blog posts, articles, and social media platforms, resulting in a [increased their social media engagement by 100%, increased website traffic or social media engagement].
- Collaborated with the marketing team to develop content strategies aligned with the company's brand and target audience.
- Conducted thorough research to stay updated with industry trends and incorporate relevant information into written materials.

CONTENT WRITER – Freelance mcontent writer

- Produced high-quality website copy and product descriptions, enhancing the overall user experience and contributing to increased conversions.
- Assisted in developing and maintaining the company's editorial calendar, ensuring timely delivery of content and adherence to SEO best practices.
- Implemented keyword research to optimize content for search engine visibility.

## CERTIFICATION

- **Hubspot - content marketing**
- **Coursera - writing and editing**

## REFERENCES

Available upon request.