

OLUFUNKE OLAYIWOLA

CONTENT MARKETER

Phone: +2347065373506

Lagos, Nigeria

[Work portfolio](#)

[LinkedIn profile](#)

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PROFILE

A successful content marketer with 2 years of experience converting casual browsers into loyal customers. Proponent of SEO keyword integration to optimize online click rates. Analyzed market trends and terminology to produce compelling content, resulting in a 40% increase in website traffic and a 50% increase in social media engagement. Conducted thorough proofreading and copy editing of articles, resulting in a 30% reduction in editorial revisions and a 20% increase in content readership for 2 consecutive years.

SKILLS

- Copywriting
- Web Content Writing
- Content Marketing
- Email Copywriting
- Search Engine Optimization
- Content Management System(CMS)
- Critical thinking, and problem-solving.
- Team contribution
- Brand Messaging
- Editing
- Proofreading
- Articulate Communications
- Storytelling
- Content Strategy

PROFESSIONAL CERTIFICATIONS

- SEO Training Masterclass 2022: Beginner SEO To Advanced SEO - Udemy
- Fundamentals of Digital Marketing - Google
- Advanced Content Marketing - Simplilearn
- Foundations of Digital Marketing and E-commerce - Coursera
- Growth Marketing - Entry Level
- Writing in the Sciences - Stanford Online
- Introduction to Social Media Marketing - Coursera

PROFESSIONAL EXPERIENCE

Rehabify, Lagos Nigeria

June 2023 – present

Lead Copywriter and Content Manager

- Responsible for developing engaging content that aligns with the brand's voice and with our target audience.
- Curated, edited, and created engaging content for all our social media channels and email lists.
- Collaborate with the branding design team to ensure consistent messaging and visual identity across all platforms.
- Analyzed market trends and terminology to produce compelling content, resulting in a 40% increase in website traffic and a 50% increase in social media engagement.
- Checked content for accuracy and ensured that it complied with copyright and privacy regulations.
- Confirmed compliance with regulatory standards and guidelines prior to publication.
- Monitored the performance of copywriting campaigns and analyzed data to identify areas of improvement.
- Reviewed and edited the final copy for accuracy and to correct grammar errors.

Scholarpreneurs, Lagos Nigeria

January 2019 - February 2020

Content Writer

- Wrote original copy and edited content for a range of corporate marketing and communications materials.
- Utilized SEO principles to maximize the reach and impact of the copy.
- Demonstrated effective content calendar schedule; achieving a 65% reduction in the timeline of delivering client projects.
- Conducted thorough research and dug out original niche content to reuse for our content marketing efforts by analyzing competitors' content, messaging, and distribution tactics.
- Analyzed creative briefs and delivered targets of 3500+ word count to an excellent standard.

The FAME Foundation, Oyo State, Nigeria

March 2019 - January 2020

Newsletter Team Lead

- Spearheaded a team of 10 professional volunteers to create valuable and engaging newsletters monthly.
- Carried out extensive research to create engaging copy and content that aligned with brand tone and voice.

Alexander Brown Hall Press, Oyo State, Nigeria

September 2017 - June 2019

Content Writer

- Created 4 high-quality content such as articles, blog posts, and social media updates that were accurate, engaging, and informative monthly.
- Ensured that all content was prepared based on reputable sources and free of misinformation.
- Collaborated with professionals and subject-matter experts to ensure the accuracy and relevance of content.
- Researched and developed technical material and ensured that all output adhered to the written brief.
- Wrote clear, attractive content with a distinct voice that aligned with the brand and target audience.

EDUCATION

Bachelor of Medical Laboratory Science (BMLS)

April 2019

Second Class Honors

University of Ibadan, Ibadan, Oyo State, Nigeria.

RELEVANT SKILLS

- Microsoft Office suite
- Outlook
- Google Docs
- Slack
- Google Analytics