

# Abimbola Akinwumi

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Highly skilled and creative professional with 5 years of experience in creating engaging and informative content across various mediums. Proven track record of exceeding client expectations and driving measurable results through SEO optimization, compelling storytelling, and targeted keywords. Successfully increased website traffic by 20% with SEO-optimized blog posts and nurtured thriving online social media platforms through targeted social media strategies. Adept at tailoring content to resonate with specific audiences and collaborating effectively with cross-functional teams.

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## CORE TOOLS

- Canva Pro
  - Grammarly
  - Google Suite
  - Microsoft Office
  - Adobe Creative Suite
  - Ahrefs
  - RankMath
  - SEMrush
  - Hootsuite
  - Basecamp
  - Notion
  - HubSpot
  - Yoast SEO
  - WordPress
  - Mailchimp
  - Pixlr
  - CapCut
  - Descript
  - Filmora
  - Adobe Premiere Pro
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## CORE SKILLS

- Copywriting
  - Content Writing
  - Content Strategy
  - Research and Analysis
  - Search Engine Optimization
  - Content Management Systems
  - Video Editing
  - Graphic Design
  - Digital Asset Design
  - Brand Management
  - Community Management
  - Social Media Management
  - Audience Targeting
  - Strong interpersonal Skills
  - Proactive and Self-Motivated
  - Exceptional Organisational Skills
  - Adaptability and Learning Agility
  - Creativity and Innovative Thinking
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## PROFESSIONAL EXPERIENCE

**Content Manager | LMS Administrator**  
**RKY Careers**

**2022 - Present**

- Created compelling and informative content across various mediums, including articles, blog posts, videos, social media, and marketing materials.
- Utilized SEO techniques and keyword research to optimize content for search engine visibility and organic traffic growth.
- Designed and produced a series of informative brochures and digital assets that boosted lead generation by 15%.
- Developed and implemented comprehensive content strategies for various learning modules and online courses, aligning with business objectives and learner needs.
- Collaborated with cross-functional teams, including designers and marketers, to develop and execute content strategies aligned with business objectives.
- Developed a series of interactive video tutorials that reduced customer support inquiries by 20% and improved brand perception.
- Provided ongoing training and support to users on LMS functionalities, fostering user adoption and engagement.
- Monitored content performance metrics, making data-driven optimizations to improve engagement and conversions.
- Oversaw the implementation and administration of the LMS platform, including user management, content organization, and system maintenance.
- Provided technical support and training to users on LMS functionalities, troubleshooting issues, and ensuring a seamless learning experience.
- Monitored and analyzed key metrics to measure the effectiveness of content and LMS performance, making data-driven recommendations for enhancements.

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## PROFESSIONAL EXPERIENCE

### Content Manager

Contract

#### DTech Centrix

- Collaborated with the team for content initiatives that directly resulted in over \$35,000 in revenue for a startup, showcasing the tangible impact of strategic content marketing.
- Developed and executed comprehensive content strategies aligned with business objectives and target audience needs, leading to a 50% increase in content marketing productivity and improved brand cohesiveness.
- Crafted engaging and informative content across multiple mediums social media and video scripts that resonated with target audiences and boosted engagement by 20%.
- Analyzed content performance metrics and provided data-driven recommendations for optimization, leading to a 15% reduction in bounce rate and increased conversions.
- Conducted extensive research to identify industry trends and incorporate them into content planning, ensuring relevance and staying ahead of the competition.
- Ensured uniform branding and messaging across all videos, upholding a consistent and easily recognizable visual identity.
- Utilized social media platforms to promote content and engage with target audiences, building brand awareness and driving traffic to the website.

### Content Developer,

2021 - 2023

#### Afrelib Academy

- Increased organic website traffic by 30% and conversions by 15% through a strategic website redesign and SEO-optimized content strategy.
- Successfully nurtured and expanded social media presence, leading to a substantial increase in content reach within a short timeframe.
- Integrated dynamic motion graphics, and visual assets to produce engaging and informative video content and ads.
- Executed paid marketing campaigns across multiple channels, analyzing data and optimizing strategies for maximum reach and conversions.
- Optimized social media strategy by refining editorial calendars, producing engaging copy and graphics, and performing A/B tests to improve call-to-action (CTA) performance..
- Produced print and digital content that accurately reflects company ideals, provides information, and showcases services.
- Collaborated with cross-functional teams to understand organizational needs and deliver targeted content for social media and websites.
- Collaborated with developers to test and provide feedback on educational app prototypes, ensuring optimal user experience and functionality

### Social Media Manager

2019 - 2022

#### Raberto Schools

- Developed and executed social media strategies that increased engagement by 25% and followers by 40% through targeted content planning and optimization.
- Collaborated with creative and content teams to produce visually appealing and impactful posts and ads, resulting in an average engagement rate of 3.5% and improved brand perception.
- Conducted in-depth analytics and reporting to measure the success of social media campaigns, resulting in a 30% increase in ad performance through continuous optimization.
- Managed multiple social media accounts with a focus on timely posting, community management, and crisis resolution, leading to a 25% decrease in negative comments and a 15% increase in positive reviews

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## PROFESSIONAL EXPERIENCE

**Content Coordinator,**

**2019 - 2022**

**Portsbridge Educational Services**

- Leveraged content marketing, strategy, and tools to promote services, showcasing expertise in driving brand awareness and generating leads through effective content campaigns.
- Regularly updated the website, monitored analytics, and marketed the company through various third-party platforms, demonstrating a proactive approach to maintaining an engaging online presence and reaching target audiences.
- Monitored, evaluated, and reported on engagement, impact, and performance of social media campaigns across various platforms/channels, highlighting strong analytical skills and the ability to measure and optimize content effectiveness.
- Led cross-functional teams in the creation and implementation of content strategies that aligned with client objectives, target audience, and overall brand identity, showcasing leadership abilities and collaboration skills in driving successful content initiatives.

## OTHER EXPERIENCES

**Social Media Manager**

**Algorithmics School**

- Leveraged content marketing, strategy, and tools to promote services, showcasing expertise in driving brand awareness and generating leads through effective content campaigns.
- Implemented data-driven optimizations, leading to a 20% growth in organic reach and a 15% increase in conversion rates.
- Implemented cohesive visual and messaging strategies to ensure a consistent brand image across all social media channels.

**Social Media Manager**

**TheBullSquad Travel**

- Spearheaded the establishment of social media accounts and successfully increased brand visibility by 40% within the first four months.
- Crafted compelling and on-brand content across multiple platforms, increasing follower engagement
- Developed and executed comprehensive strategies for launching new accounts on platforms including Instagram, Twitter, and LinkedIn.

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## EDUCATION

**Bsc Economics**

Bowen University