

ISRAEL OKUNAYA

CONTENT WRITER

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eco.okunaya.israel@gmail.com

Lagos, Nigeria

<https://meetisraelokunaya.curious.page/>

LINKS

LinkedIn

Dev.to

Twitter

Whatsapp

TOOLS

Microsoft Office

Google Suites

Content Management System

Mailchimp

SKILLS

Content Marketing

Search Engine Optimization

Research

Editing

Technical Writing

LANGUAGES

English

PROFILE

An ace content writer with a knack for storytelling. I leverage expertise and over four years of experience to meet the most demanding writing needs in different niches, especially food, blockchain, and marketing. Currently, I'm seeking long-term opportunities in content writing positions at any reputable organisation that allows me to explore and grow in a wide variety of niches and satisfy various demographics.

WORK EXPERIENCE

AUG 2017 - JAN 2019 | Lagos, Nigeria

CONTENT WRITER

THE TONISMART AGENCY

- Wrote and edited SEO-optimized content that satisfied various clients under deadline pressure.
- Increased marketing reach by applying standard and captivating marketing strategies through quality content with thorough research into assigned topics.
- Worked with the clients, a team of writers, and content marketing strategists on copies that facilitated clients' SEO and sales intents.

JUN 2022 - PRESENT | Lagos, Nigeria

FREELANCE CONTENT WRITER

EAT DRINK MEDIA

- Delivering unbiased reviews that serve as guides on restaurants and other places of leisure for readers planning to visit such locations.
- Writing and proofreading well-thought-out and comprehensive blog posts on various aspects of Lagos social life and cuisines to guide readers towards making informed choices.
- Delivering top-quality SEO content that ranks on the first page of Google searches.
- Increased traffic by 40% within the first 2 months of content delivery.
- Collaborating with an editorial team and content strategists to create content plans and content that meet competitive food and travel writing standards.

SEP 2022 - JUL 2023 | Lagos, Nigeria

CONTENT LEAD

DFMLAB

- Created a scalable content plan to span the first three months and oversaw its completion with instant results to show.
- Increased social media engagements, community participation and market penetration by 65% in the first three months.
- Mapped out and executing a scaled content plan for the first half of 2023
- Collaborated with a team of content writers and community managers for content delivery, strategic publishing and plan execution to drive product growth, marketing and market penetration.
- Provided easy-to-understand documentations to get specific target audience acquainted with the processes and potentials of the company's digital products.

NOV 2022 - MAY 2023 | California, United States Of America

TECHNICAL CONTENT CONTRIBUTOR

CELO (CELO SAGE)

- Contributed helpful technical guides and tutorials to Celo developers and beginners.
- Simplified complex technical documentations for better understanding and use of various Celo tools.

- Collaborated with other contributors to ensure a boost in available simplified and helpful content on the Celo documentation page and an increase in the website traffic by 48% after two months

MAR 2023 - PRESENT | Lagos, Nigeria

SEO CONTENT WRITER

OUTSIDELIFE NG

- Provide impartial reviews that act as reliable guides for those intending to visit restaurants and other recreational venues.
- Crafting meticulously written and polished blog posts exploring diverse facets of Lagos' social scene and culinary delights to help readers to make well-informed decisions.
- Deliver exceptional SEO content that consistently secures first-page rankings on Google searches.
- Achieved a remarkable 54% increase in website traffic and 75% growth on social media platforms within the initial two months of content delivery.
- Working closely with an editorial team and content strategists, we collaborate to devise content plans and produce exceptional food and travel writing that meets and exceeds industry standards.

EDUCATION

APR 2016 - NOV 2021 | Ile-Ife, Osun State, Nigeria

ENGLISH LANGUAGE

OBAFEMI AWOLOWO UNIVERSITY

REFERENCE

Founders Associate and Creative Director at Global SUV

Gabriel Olakunori

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Software Engineer at Bridger

John Shodipo

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COURSE

CONTENT MARKETING

TREFORD AFRICA

PRODUCT MANAGEMENT

ALTSCHOOL AFRICA