

OLABISI, Oyetoun Esther

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Content Writer

(Open to freelance writing, academic writing, and any writing opportunities).

PROFESSIONAL SUMMARY

Creative professional writer with experience in developing error-free and grammatically sound content following industry specifications, best practices, and style. Expertise in developing business-related and telecommunication content across different channels, including blogs, social media platforms, and printed publications.

Experience in working with editors, social media managers, and other writers to facilitate overall business productivity, monitor content performance, and suggest strategic ideas to improve performance and drive traction. I am looking forward to contributing my experience and skills to industries that offer genuine opportunities for career growth and self-development.

CORE COMPETENCIES

- Outstanding verbal and written communication skills with a keen eye for detail.
 - Expert at working independently or liaising with editors, writers, and social media experts to develop engaging, educating, and informative content to improve website content.
 - Excellent time management and ability to execute tasks according to priority.
 - Proven ability to thoroughly research strategic content ideas and create quality content that directly improves organization goals.
 - Proven organizational and interpersonal skills with the unique ability to work with different people to achieve the organization's goal.
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TECHNICAL COMPETENCIES

- Search Engine Optimization (SEO)
- Microsoft Office Suite
- Google Workplace

- Content Management Systems such as WordPress
 - Google Trends
 - Project management tools such as Asana and Slack
 - Structured Query Language (SQL)
 - Power BI
 - Python
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PROFESSIONAL EXPERIENCE

Content Writer

Business Elites Africa | Ikeja, Lagos | NOVEMBER 2021 – DECEMBER 2022

Responsibility:

- Conducted thorough research on industry-related topics and created quality content according to in-house style to achieve organizational goals.
- Stay informed with business trends and news to generate engaging and informative content ideas.
- Research professional business owners making milestones in different industries, reach out and schedule an interview with them, and document their stories to inform, educate, engage, and motivate readers.
- Write, publish, and share compelling business stories, blog posts, articles, and news articles on social media platforms.
- Liaised with team members to research and suggest content ideas that successfully increased readership and reduced the company's bounce rate.
- Conduct simple keyword research, utilize SEO guidelines to increase web traffic, and ensure consistency in writing style, fonts, images, and tone.

News Writer (Internship)

Unilag Radio Newsroom | Unilag Media, Akoka | JANUARY 2020 – APRIL 2020

Responsibility:

- Researched, gathered, and verified newsworthy information to create interesting and engaging news stories for publication online or broadcast.
 - Proofread the news bulletin while working closely with the in-house editors to ensure all news stories are grammar-rich, error-free, interesting, and engaging.
 - Submit all verified, analyzed, and edited news for reading by anchors.
 - Prioritized tasks with exceptional attention to timeliness while working closely with the editors and other professionals in executing goals.
 - Attend news events and conferences and report back to the editor.
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EDUCATION

Master of Arts in English (2019 - 2021)

University of Lagos, Akoka, Lagos State, Nigeria.

Bachelor of Arts (Education) in English (2014 - 2017)

University of Lagos, Akoka, Lagos State, Nigeria.

Nigerian Certificate of Education in English/Political Science (2010 - 2013)

Adeniran Ogunsanya College of Education, Ijanikin Lagos State,
Nigeria.

WASSCE (2002 - 2008)

West Africa Senior School Certificate Solidrock Model College, Ogun State, Nigeria

CERTIFICATIONS

Data Science

ALX Africa

May 2023-July 2024

Attract and Engage Customers with Digital Marketing

Coursera

In-view

Foundations of Digital Marketing and E-commerce

Coursera

Dec. 2023

Search Engine Optimization (SEO) Foundation

(LinkedIn Learning)

Jan. 2023

Content Creation: Strategy and Tools

(LinkedIn Learning)

Jan. 2023

A Crash Course in Writing Well

(LinkedIn Learning)

Dec. 2022

Jobberman Soft – Skills Training

June 2020

National Broadcast Academy

(Basic Journalism Course)

Dec.2019

REFEREE

Will be provided upon request.
