

TOLU ADENIYI

CREATIVE WRITER



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EDUCATION HISTORY



Bachelor of Arts in English and literary studies

Institution: Bayero University Kano

CERTIFICATIONS



Diploma in copywriting

Institution: Harde Business School, Lagos



Diploma in script writing

Institution: Terra Academy for the Art (TAFTA)

Highlight Skills

Content writing
Scriptwriting
Research
Creativity and Originality
Customer service
Collaboration and Adaptability
Time Management

RELEVANT SKILLS

- Microsoft office suite
- CLM
- WordPress
- Canva
- Dub script, Final Draft, Celtx,
- Fade in

WORK EXPERIENCE

Freelance strategy content writer

Swish media, Lagos.

– Oct 2022- 2023

- Create copies and content calendar schedule for brands under affiliated or represented by swish media.
- Spearhead strategy and brainstorming sessions for brands represented and brief documents.
- Curates and compile document for pitches.

Content writer-

Auxilia images and global ltd, Lagos.

Jan 2022 – Nov 2022

- Responsible for researching topics, creating style guides and schedule for agency and brand contents, writing contents that helps drive conversions.
- Worked with the creative team on brands represented by the agency including Email marketing content, press releases, copies and content calendars.
- Represented and spoken on behalf of the agency at industry events and awards and Advert pitches.

Customer relationship team lead

MTNNigeria connect

12/2018 to 1 2/2020

- Daily attend to customer's request and transaction, report and escalate unresolved issues.
- Send a daily report to my supervisors on target and sales of products and services.
- Daily remit collective sales/income of my team to the bank.

Front line relationship officer- 2 year internship

Access bank Nigeria

2016 to 2018

- Manage customer day to day transaction ranging from deposit, withdrawal, NEFT, to Remita transactions, to Foreign exchange, maintaining an 100% customer satisfaction, thorough yet seamless process.