

# ESTHER OMOTOLA ILORI

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## SUMMARY

**Content Writer and Digital Marketer** with 6+ cognate experience in content writing, digital marketing and content management. Adept at managing content writing for all projects and collaborating with the other content marketing team members to assure the vision is aligned. Ensure content adheres to content strategy and brand guidelines. Highly skilled in planning, organizing and implementing strategies that foster business retention, business attraction, and client management. Demonstrated history of developing communication strategies for branding management and CSR initiatives. Recognized for executing content through competitive research, platform determination, benchmarking, messaging, and audience identification. Has a proven track record of creating engaging and exciting content for media platforms to target specific brand audiences. Interested in content writing and digital marketing roles.

## EDUCATION

BSc Microbiology (First Class) – Babcock University, Ilishan-Remo, Ogun State, Nigeria

2017

## SKILLS & EXPERTISE

- Content Creation/Marketing
- Social Media Management
- Search Engine Optimization
- Digital Marketing
- Scriptwriting
- Competitive Intelligence
- Expectation Management
- Content Marketing
- Copywriting
- Marketing Strategy
- Market Research
- Public Relations Strategy
- Campaign Management
- Storytelling
- Creative writing

## Technology

- MS Office Suite

## Language

- English
- Yoruba

## SKILL HIGHLIGHTS

- **Content Writing:** Content writing, Copywriting, Creative writing, Storytelling, Scriptwriting, Content Marketing, Editing, Blogging, Content Strategy, Press release,
- **Digital Marketing:** Search Engine Optimization(SEO), Search Engine Marketing(SEM), Social Media Management, Email Marketing, Pay Per Click Advertising (PPC), Marketing Analytics, Content Creation, Digital, Scriptwriting
- **Strategy and Consulting:** Content Marketing, Website Creation, Management, Marketing Strategy
- Solid communication, People management, Relationship management and Collaborative skills.
- Team Building Skills: Can work with a multifunctional and cross-functional team.

## WORK EXPERIENCE

**United Bank for Africa – Copywriter and Content Marketing Specialist**

Nov 2021 – Till Date

- Create engaging content for magazines, newsletters, brochures and advertisements.
- Creation of copy and management of marketing campaigns to celebrate the 4th anniversary of one of the top 5 banks in Africa’s virtual banker –LEO.
- Oversee the design and development of content strategies to improve the bank’s visibility and inform customers about products and services.
- Ensure brand standards are maintained during the creation and implementation phase of content.
- Monitor content delivery for quality and effectiveness using a variety of evaluation methods.
- Drive client engagement by analyzing content marketing performance and optimizing all content.
- Guide the development of the identified key messages to align with the bank's strategy and blueprint.
- Write and edit high-engagement copy and content in traditional and new media that reflects the brand’s voice.

**Esther Writes- Content Writer and Creator**

Oct 2021 – Till Date

- Generated over 10,000 leads from marketing campaigns and converted 15% into high-value sales.
- Increased website traffic by 200% by creating and implementing an effective SEO strategy for a marketing company.
- Work with the clients’ marketing team to develop video, audio, and written content.

- Create copy for a variety of clients in various industries, including healthcare, technology, fintech, eCommerce, marketing, lifestyle, healthcare, Cryptocurrency, sports and games, advertising, finance, entertainment and startups.
- Improved email open rates by 80% and click-through rates by 35% for a finance client through effective email marketing campaigns.
- Oversee all content development strategies, including scripts, graphics, copy, emails and communication briefs.
- Write creative and informative content for B2B, eCommerce, B2C and email marketing content that converts leads to prospects.
- Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement.
- Utilize search engine optimization strategies to maximize the online visibility of websites in search results.

**WayMaker Digital– Digital Marketing Manager and Content Writer**

**Sept 2020 – Nov 2021**

- Oversee and implement digital marketing strategy, including- Product Campaigns, Social Media Management, Search Engine Optimisation, Paid Campaigns, Event Management, Content Creation and Data analytics, in accordance with the brand's objectives to achieve set goals in Nigeria and The United Kingdom.
- Increased revenue by over 35% by overseeing all content creation strategies and campaigns to convert leads.
- Created content for digital marketing that is innovative and culturally relevant to fit the brand's mission.
- Proposed ideas and participation in pitches and business positioning through collaborations and partnerships.
- Managed all corporate communication strategies to enhance operations across boards.
- Increased website traffic and sales by over 60% through the effective use of social media management and email marketing tools.

**Delor Marketing – Digital Marketing and Communications Manager**

**July 2019 – July 2020**

- Collaborated with cross-functional stakeholders in brand and design around creating digital marketing strategies.
- Developed an innovative content strategy for the organization.
- Drove the implementation and execution of creative goals to meet brand, marketing and sales objectives.
- Developed creative campaigns and content solutions through the creation of pitches and innovative concepts.
- Researched and compiled social trends, ideas, market surveys and competitors' strengths and weaknesses to execute content.
- Oversaw all B2B, eCommerce, B2C, and SEO strategies to drive sales, brand visibility, website boots, and business expansion.

**Rachael International School– Digital Marketing and Communications Manager**

**Oct 2017 – June 2019**

- Increased the population of students by 50% by spearheading campaign activations and marketing content.
- Created digital marketing campaigns and increased sponsorships.
- Improved communication between parents, students, teachers and school management.
- Created engaging content for magazines, newsletters and advertisements and improved the school's recognition and reputation.
- Developed advertising strategies, executed ideas into concrete tasks and promoted active participation of students in and outside the classroom.

**OTHER EXPERIENCE**

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Microbiologist – <i>University of Ibadan (Department of Microbiology)</i>	Dec 2017 – Oct 2018
Science Laboratory Technician - <i>Forestry Research Institute Of Nigeria (FRIN)</i>	May 2016 – Aug 2016
Microbiologist – <i>University College Hospital, Ibadan, UCH (Department of Virology)</i>	May 2015 – July 2015

**CERTIFICATIONS**

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Chartered Institute of Public Relations (CIPR) UK Certificate	<b>In View</b>
HubSpot Inbound Marketing	<b>2022</b>
HubSpot Email Marketing Certification	<b>2021</b>
Google Ads Search Certification	<b>2021</b>
Google Ads Display Certification	<b>2021</b>
HubSpot Content Marketing Certification	<b>2020</b>
Learn SEO with Mangools	<b>2020</b>
Jobberman Soft-Skill Training Certification	<b>2020</b>
Google Digital Skills for Africa	<b>2019</b>
POISE Nigeria: Employability Skill Training	<b>2017</b>
New Horizons: Microsoft Word, Excel, Customer Relationship Management, Project Management	<b>2017</b>

**WEBSITE**

[www.estherilori.com](http://www.estherilori.com)

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**PORTFOLIO**

[https://docs.google.com/presentation/d/1SQuwA2Fyyu\\_z7RQwy0LvHokI75E-u0WeGlojp50yHB4/edit?usp=sharing](https://docs.google.com/presentation/d/1SQuwA2Fyyu_z7RQwy0LvHokI75E-u0WeGlojp50yHB4/edit?usp=sharing)