

# TOBI JOHN OYELEKE

**FREELANCE WRITER | SOCIAL MEDIA MANAGEMENT | CONTENT CREATOR | TECHNICAL MANAGEMENT**

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Portfolio: [Google Drive](#)

LinkedIn: [Tobi-Oyeleke](#)

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## ABOUT ME

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Dynamic and creative freelance writer with 5+ years of experience writing SEO-optimized content for sport, healthcare, fashion, news website, and digital marketing niches. Exceptional outlining, writing and editing expertise with the ability to produce, proofread, analyze and edit content, and develop quality material.

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## CERTIFICATIONS

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- Ajayi Crowther University, Nigeria: **B.Sc. – Computer Science**: 2021

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## OTHER CERTIFICATIONS AND TRAININGS

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- National Youth Service Corps NYSC: **Certification of National Service**: 2023
- Programmers Club International: PCI: 2018

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## SKILLS

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- Coding Languages (JavaScript, HTML & CSS)
- Expert in Microsoft Office (Word and PowerPoint)
- Content Management Systems (WordPress, Blogger, and WIX)
- Experienced with SEO tools
- Product Review
- Adaptability
- Collaboration
- Critical thinking
- Project management skills
- Multitasking
- Open to feedback

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## PROFESSIONAL EXPERIENCES

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### Self Employed

#### Freelance Writer, September 2017–present

- Researched and wrote blog posts, web content, E-books, and articles on a wide range of subjects according to specific client requirements
- Reviewed Amazon kindle Books, and Google Play Store review with star rating
- Curated original front page daily click-through content, including fact of the day and quote of the day for over 160 straight weeks
- Ghostwriting articles in large capacities for different clients and agencies in the gaming, gambling and travel industry, incorporating relevant SEO terms and interlinking to increase number of visitors using content management systems (CMS) and WordPress websites.
- Framed content for web pages to clearly explain the services/ products, specialties, and ethics of the client site.

- Wrote 30,000+ words E-books on Food recipes, Blockchain technology, and the Books description.

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## ACHIEVEMENTS AND CORE OPERATIONS IN CONTENT CREATION

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### Junior Content Writer

Fiverr (2017-2019)

- Remotely worked with local and international clients and wrote 1,500+ articles for blogs in the finance and healthcare niche, which enhanced traffic by 15%–25% per month
- Optimized old website content with up-to-date SEO guidelines and increased traffic by 15%.
- Maintained content trackers and created monthly reports for management.

### Senior Content Writer

Upwork Global Inc... (2019-present)

- Created content strategy for the company blog that attracted 8,500 new email subscribers within the first year.
- Published unique B2B and B2C content related to fintech, finance, cryptocurrency, and technology while maintaining 110% productivity levels and 98% quality rate.
- Proofread and edited content created by a team of 8 writers.

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## ACHIEVEMENTS AND CORE OPERATIONS IN SOCIAL MEDIA MANAGEMENT

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- Worked closely with the content marketing manager to represent the voice of the customer to generate new blog posts on social media.
- Reduced customers supports request by engaging with customers on social media whenever they had product issues.
- Communicated with target audience on social media platforms to help grow more followers.

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## ACHIEVEMENTS AND CORE OPERATIONS IN CODING LANGUAGES

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- Tested software for bugs and operating speed, fixing bugs and documenting processes to increase efficiency.
- Developed a job webpage using, and HTML/CSS/JAVASCRIPT that allowed job seekers to search for jobs.
- Selected as one of the top performing interns by the technology team.
- Updated and edited website content, posts and pages.
- Provided technical support related to web-based systems to internal teams.

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## ACHIEVEMENTS AND CORE OPERATIONS AT AJAYI CROWTHER UNIVERSITY

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- Built a responsive app for an e-paper technology.
- Prepared interview questions and summarizing results.
- Performed literature reviews.
- Conducted research and summarizing findings
- Responded to emails relating to research.
- Updated website content.
- Checked the work progress of undergraduate students involved in the project.
- Monitored the project budget.

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## BIO-DATA

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Health Status: Fit

Language Proficiency: English

**REFERENCE: AVAILABLE ON REQUEST**

