

Lydia Molayo McAbrahams

Content and Communications Strategist

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   @molayomcabrahams

PROFILE

I am a creative writer with experience and expertise in Content development, Brand communications and Digital marketing. I thrive as a collaborative team player possessing impeccable grammar and in-depth comprehension of WordPress, SEO tools, Canva, Coda, Google drive, Grammarly etc.

SKILLS

Content strategy

Communication & Messaging

SEO tools & Content marketing

Digital Literacy

Content Creation & Curation

Storytelling

EXPERIENCE

MMPraise Hub Company Limited

Communications Strategist & Social Media Team Lead

October 2022 – Present || Ogun, Nigeria

- Produce well-researched content for social media campaigns, online platforms and print publications.
- Collaborate with other teams and stakeholders to develop communications goals and messaging strategies.
- Oversee content on multiple digital media platforms, to drive growth.

Content writer

January 2022 – Present || Ogun, Nigeria

- Research, best practices, and technical aspects of communications and community engagement.
- Produce well-researched content for social media campaigns, online platforms and print publications.
- Proofread content for errors and inconsistencies.

PlateauMed

Digital Marketing Specialist & UX writer (Remote)

March - May 2023 || Lagos, Nigeria

- Developed and implemented digital marketing strategies to achieve business goals and engage target audiences effectively.
 - Conducted market research to identify industry trends, consumer behaviors, and competitor strategies to inform digital marketing initiatives
 - Collaborates with cross-functional teams, including designers and developers, to create and optimize landing pages and user experiences
 - Manages social media accounts and campaigns to build brand awareness, engage followers, and drive website traffic.
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Freelance

Content writer & Social media manager

Brands

- Delight Integrated Technology Services || August 2022 - Present
- AYOFE Technologies || January - May 2023
- Grinsor Energy || January - April 2022
- BT&S || September 2021 - January 2022
- LMB || March 2020 - February 2021

EDUCATION

B.TECH Animal Production and Health Technology

Second Class Upper Division (2.1) || Federal University of Technology Akure, Ondo State

December 2019

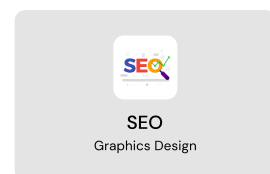
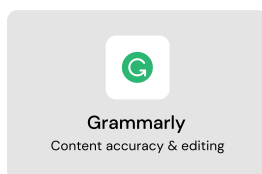
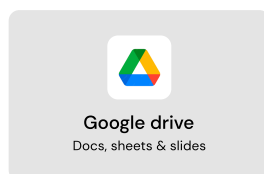
ACHIEVEMENTS

- Published series of blog posts with over 5000 audience reach
- Published an anthology featuring 10 creative writers with over 500 audience interactions
- Produced a documentary series tagged "The diary of a Naija corper" with over 1000 views
- Curated contents for a weekly podcast with over 500 monthly listeners
- Curated and published spoken word contents with over 33,000 total plays and over 400 monthly listeners

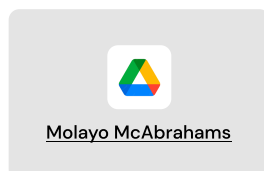
CERTIFICATIONS

- Google Digital Skills for Africa - The Fundamentals of Digital Marketing
- Coursera (IE Business School) - Branding and Content Marketing
- Side Hustle - Certificate of Digital Marketing
- Alison - Certificate in Content Management Strategies
- TAFTA/Mastercard foundation - Script Writing/Art Business & Entrepreneurship

TOOLS



PORTFOLIO



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