

MOBOLAJI ADENUGA

Unilag, Lagos State | +234 9061451065 |

bjadenuga2016@gmail.com **PROFESSIONAL SUMMARY**

Mobolaji is an experienced content writer with three years. She's highly proficient in SEO, keyword research, on-page optimization, and persuasive writing. Thanks to her strategic content development, content sales increased by an impressive 62%, and customer engagement surged by an impressive 65.8%. Mobolaji's ability to create content that attracts and persuades readers, combined with her strong SEO skills, makes her a valuable asset in the digital world.

PROFESSIONAL ACHIEVEMENT

- Authored content that consistently increased page followership, driving high visibility and organic traffic.
- Achieved a remarkable 150% organic traffic increase in a span of six months
- Generated over 500,000 naira in extra revenue in just one week through focused content strategies.
- Led brand awareness campaigns that resulted in 1000 additional followership.
- Increased audience engagement by an impressive 50.7% by creating engaging content

PROFESSIONAL EXPERIENCE

Farawa Media,

2023

Farawa media is a digital marketing company owned by Mr Killian Mayua.

Developed content for press release and newsletters to promote products and services. Monitored competitor content to identify areas for improvement in client campaigns.

Researched migration-related topics and keywords, ensuring content relevance.

Crafted persuasive captions for engagement, leading to a remarkable 50.7% audience increase.

Was the Team Lead, therefore worked with the rest of the team in creating content that would market the brand effectively

Conducted exhaustive content research to develop data-driven strategies that fuel enhanced audience engagement and visibility

The Unusual Restaurant

2022-2023

The Unusual is a restaurant which provides exotic African meals, it also has a lounge and bar for maximum customer satisfaction.

Developed and managed content calendars for each platform to establish timely and relevant posts.

Developed relationships with influencers to grow the reach of the company and create wider visibility.

Authored several content that consistently ranked on Instagram's explore page, significantly increasing web traffic and visibility.

Independently achieved a 62% increase in social media engagement by constructing proper captions that would attract the attention of viewers.

Created attractive video content of food and drinks to boost and maximize sales.

Utilized SEO tools and Google Analytics to track performance and ensure alignment with industry best practices.

Conducted competitor research, uncovering strategic advantages and insights for content improvement.

Developed marketing content such as blogs and promotional materials for social media.

HR Indextx,

2020

ContentMania is an elite Human Resource Firm.

Collaborated on high-quality, engaging content in a timely manner.

Conducted thorough research in each niche to provide well-informed and accurate content, adhering to established guidelines and industry best practices.

Distributed, accepted and processed employment applications to pre screen and schedule follow up interviews.

Successfully contributed to content development and editing processes, ensuring that final pieces met quality and stylistic standards for each specific niche.

CORE COMPETENCIES

Social media management

Public relations

Search Engine Optimization

Flexibility and Adaptability

Collaboration

Effective Writing

Documentation and Research

Copywriting skills

Effective Time Management

Content creation

Customer relation

Leadership

Communication

Innovativeness and creativity

Team hardwork

EDUCATION

University of Lagos, Lagos State | 2018-2023

Bachelor of Arts

Knoxfield Comprehensive College, Ogun State. | 2010 – 2016

Knoxfield Private School, Ogun State| 2008-2010

Primary School First Leaving Certificate