

OLUWAPELUMI GRACE IBUKUN

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SUMMARY

I am a communications professional with a background in content writing and management. Leveraging my content writing and editing expertise, I excel at creating compelling write-ups that resonate with diverse audiences and further organizational objectives. My strong research abilities enable me to distill complex issues into easily understandable content, aligning closely with the mission and values of an organization. While I deeply understand SEO and SEM strategies, my focus extends beyond visibility to fostering meaningful engagement. As a proficient WordPress user, I specialize in enhancing content presentation to optimize user experience, ensuring that vital messages are seen and effectively absorbed and acted upon. Committed to lifelong learning and positive contributions, I am eager to apply my skills to promote an organization's growth.

EDUCATION

- ❖ **Masters of Arts in English** **August 2022**
LUniversity of Lagos, Akoka, Lagos State, Nigeria.
- ❖ **Bachelor of Arts in English and International Studies** **December 2016**
Osun State University, Osogbo, Osun State, Nigeria.

WORK EXPERIENCE

Real House Communications **2022 - July 2023**

Correspondent/Writer

- ❖ Conduct interviews with real estate stakeholders to collect valuable data and convert it into compelling articles.
- ❖ Collaborate with the advert department to receive updates on new customers to pitch the company's developer's delight section.
- ❖ Work closely with the graphics designer to ensure visually appealing articles with appropriate graphics for print and website presentation.
- ❖ Responsible for uploading news articles, blogs, and digital copies of magazines to the website, ensuring accurate and timely publication.

WorkAfrik**2021 - 2022****Content Editor**

- ❖ Created a comprehensive and standard content style guide for the company's website.
- ❖ Proofread all content to meet up with company content style criteria.
- ❖ Fact-checked article to ensure accuracy and precision
- ❖ Analyzed content to improve readership and user engagement

Maverick Scribe**2019 - 2021****Content Writer**

- ❖ Created SEO-optimized and plagiarism-free articles weekly on eCommerce, shipping and logistics, warehousing, etc.
- ❖ Created content that answers searchers' intents using the best SEO practices
- ❖ Collaborated with design and content writing teams to produce high-quality content.
- ❖ Ensured content was consistently maximized for SEO purposes.
- ❖ Proofread and edited all content.

VOLUNTEER EXPERIENCE

Rise Travel Institute**May 2023 - Present****Social Media Coordinator**

- ❖ Develop engaging and relevant content for social media platforms, including written posts, captions, and multimedia elements.
- ❖ Monitor and moderate social media platforms and engage with the audience.
- ❖ Assist in planning and executing social media campaigns, including content creation, scheduling, and performance monitoring.

The Rose Knight Foundation**Content Manager****December 2022 - Present**

- ❖ Create and curate compelling and engaging content such as blog posts, articles, newsletters, social media posts, videos, and website content.
- ❖ Ensure that all content produced adheres to the organization's brand guidelines and effectively communicates its mission, values, and initiatives.
- ❖ Collaborate with other departments or teams within the charity organization to gather information, stories, and updates for content creation.

CERTIFICATES

❖ Content Marketing Certification.	HubSpot
❖ Content Marketing Principles for Business	Semrush
❖ Product-Led Growth Fundamentals	ProductLed
❖ Copywriting for Conversion	Alison
❖ Email Marketing: Strategy and Optimization	LinkedIn
❖ Digital Marketing Foundations	LinkedIn
❖ SEO Foundations	LinkedIn