

Oluwakemi Olatunde

I am a versatile writer who writes clear, succinct, and impactful copy for blogs, landing pages, websites, ads, and sales emails. I have developed marketing concepts for company's target market and contributed to the creation of documents for different brands.



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Lagos, Nigeria



docs.google.com/presentation/d/1VPt8i6mUkVe47RbhbkLgM48Bdl5ubWKF1RGGcu_fNQ/edit?usp=sharing



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SKILLS

Social Media Content

SEO writing

Email Marketing

Content Strategy

Document Creation

Customer Service

Client service

Good Telephone Manner

Interpersonal skills

Time Management

LANGUAGES

English Language
Full Professional Proficiency

Yoruba Language
Professional Working Proficiency

INTERESTS

Sports

Traveling

Music

EDUCATION

Masters in Business Administration

Joseph Ayo Babalola University, Ikeji-Arakeji, Osun State, Nigeria.

Bachelor of Science(Business Administration)

Afe Babalola University Ekiti, Ado-Ekiti, Ekiti State, Nigeria.

WORK EXPERIENCE

Freelance Writer (03/2023-present)

Development of contents, maintaining consistency with brand marketing and message strategies.

Team Lead Copywriting (Contract)

App Cake (12/2022-02/2023)

Achievements/Tasks

- Writing application descriptions
- Writing SEO texts
- Refine/revisit existing text
- Writing unique texts for strategic marketing communication
- Supervising other copywriters texts

Senior Copywriter/ Brand Manager (Content Creation: Copywriting, Script Writing, Client service)

The Skytall LTD (7/2021-03/2023)

Lagos

Key Clients: Promassidor, Dangote Seasoning, Aero Contractors, Newage

Achievements/Tasks

- Writing advertising copy for online content for Dangote Seasoning, Aero Contractors, Newage, etc. adhering to employers' overarching brand identity and personality.
- Playing instrumental role in creative planning and review sessions for Dangote Seasoning, Aero Contractors, Newage, working with resourceful team to elevate quality of content and designs.
- Collaborating with fellow writers in development of contents, maintaining consistency with brand marketing and message strategies.
- Producing original, creative content for promotional advertisements and marketing materials.
- Supporting client projects from planning to on-time completion of quality deliverables.
- Customize brand message to reach and capture target audience interest and drive engagement.
- Confirming compliance with regulatory standards and guidelines prior to publication.
- Involvement in the creation of strategy documents for Dangote Seasoning, Aero Contractors, Newage.

Company Secretary / Corporate writer

Yabitok Nigeria Ltd (11/2015-01/2021)

Nigeria

Achievements/Tasks

- Help HR and corporate with internal communications projects; writing shareholders' letters, employee announcements and internal memos.
- Writing executive communications for the management; acquisition news, letters, and proposals.
- prepare agendas and papers for board meetings, committees and annual general meetings.
- collate information and write reports, communicate decisions to relevant company stakeholders. Maintain statutory books, including registers of members, directors.