

Ajumoke Babatunde-Lawal

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Profile Summary

I am an experienced content writer and research analyst highly skilled in researching, writing and editing compelling content. Result-driven and adept in driving the production of meaningful and original content for various media platforms and clients. I have excellent problem-solving and time management skills, with the ability to function at any high level in a wide variety of settings. I am also detail oriented and ambitious with an ability to learn concepts quickly.

Education

BABCOCK UNIVERSITY, Ilishan-Remo, Ogun State, Nigeria

B.Sc. International Law and Diplomacy

Second Class Upper Division (2:1)

August 2016 – June 2020

Work Experience

RESEARCH INTERN AND CONTENT WRITER

BusinessDay Media Limited, Apapa, Lagos

March 2022 - Present

- General research work on economic information on websites such as Nigerian Bureau of Statistics (NBS), World Bank, Central bank of Nigeria (CBN), Statista, Nairametrics and Nigerian Stock Exchange.
- Participating in collecting, organizing and interpreting data.
- Gathering, arranging and correcting research data to create representative graphs and charts highlighting results for presentations.
- Completing research, compiling data, updating spreadsheets, and producing daily reports.
- Completing thorough research into assigned topics and translated number and facts to create unique weekly articles.

REMOTE CONTENT CREATOR

Carmart Nigeria, Ikeja, Lagos

June 2021 – April 2022

- Researched company-related topics and focused on trending topics.
- Recommended new topics.
- Created daily blog posts to advertise company and products.

- Conducted keyword research and utilized SEO guidelines to optimize content and drive traffic.
- Created various content types such as YouTube videos, articles and infographics with relevant tone and style, adhering to the respective style guides.

RESEARCH INTERN AND CONTENT WRITER (NYSC)

BusinessDay Media Limited, Apapa, Lagos

April 2021 – February 2022

- General research work on economic information on websites such as Nigerian Bureau of Statistics (NBS), World Bank, Central bank of Nigeria (CBN), Statista, Nairametrics and Nigerian Stock Exchange.
- Participated in collecting, organizing and interpreting data.
- Gathered, arranged and corrected research data to create representative graphs and charts highlighting results for presentations.
- Completed research, compiled data, updated spreadsheets, and produced daily reports.
- Completed thorough research into assigned topics and translated number and facts to create unique weekly articles.

LEGAL SECRETARY

Harlem Solicitors, Ibadan, Oyo

May 2019 – June 2019

- Worked under the supervision of the principal partner.
- Answered to telephone calls in a professional manner.
- Made use of a diary management system and made scheduled appointments.
- Managed the expenses of the company.
- Conducted legal research.
- Delivered and collected documentations.
- Wrote minutes of meetings.
- Filed available documents and law reports from company's library in an orderly manner.
- Filed other general administrative work.

Trainings & Certifications

- **NYSC Certificate of Discharge**
Issue No: A004812346
Issued: Feb 2022
- **2019/2020 PSENSE Employability Skills Certification Programme (Basic)**
Poise Nigeria Limited
Issued Feb 2020
- **Word, Excel, Customer Relationship Management & Project Management**
New Horizons Computer Learning Centers
Issued Jul 2020

- **Associate Member, Corporate Governance Fraud**

Institute of Fraud Examiners

Issued Jul 2020

Skills and Competences

- Proficiency in Microsoft Office Suites.
- Efficient Communicator.
- Excellent research and writing skills.
- Good interpersonal skills.
- Excellent organizational and planning skills.
- Good time-management skills.
- Drive for excellence and strong appetite for knowledge.

Languages

ENGLISH – Professional working proficiency.

FRENCH – Elementary Proficiency.

References

Available on Request.

Link to Published Works (Portfolio)

https://drive.google.com/drive/folders/1vN_-I9_y7gpBV_jScsxhDSAAg15hLvg4?usp=sharing