

OLAOLUWA AKINBAYO

COPYWRITER | EDITOR | CONTENT WRITER

CONTACT

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OVERVIEW

Accomplished content writer and copywriter with 3+ years in digital marketing and editorial roles, renowned for crafting compelling content and strategic planning across multiple platforms. Expert in enhancing brand engagement, optimizing campaigns, and fueling audience growth through data-driven strategies. Merges meticulous attention to detail with creative innovation, consistently delivering high-quality work in fast-paced environments.

KNOWLEDGE AREAS

Digital Marketing Strategy
SEO Copywriting
Conversion Copywriting
Social Media Management
Paid Media Campaigns
Lead Generation
Sales Funnel Creation
Email Marketing
Event Promotion
Brand Development & Messaging
Client Relationship Management
Editorial Copy Editing
Website & Landing Page Development
Luxury & Lifestyle Brand Promotion
Creative Problem-Solving
Community Building & Engagement
User Experience Enhancement
Creative Storytelling
Content Writing
Storytelling and Narrative techniques.
Keyword Research and Optimization.
Content Creation & Copywriting.
Time Management.
Communication.
Content Management System

TECH SKILLS

Microsoft Office Suite, Buffer/
Hootsuite, WordPress, Klaviyo, Mail
Chimp, Basecamp, Trello, Adobe
InDesign, Canva, TW, FB, IG,
Pinterest, Snapchat, TikTok, LinkedIn,
Facebook Ads Manager. Google
Workspace, Medium, HubSpot,
SEMRush, Ahrefs, Adobe Spark.

WORK EXPERIENCE

Content Writer

Illumination | Texas, USA

July, 2024 – Till Date

- Researched and wrote SEO-friendly blog articles and website content.
- Created email marketing text that increased conversion and open rates.
- Created content that was optimized for search engines to increase website visibility and engagement.
- Created captivating ad content and social media captions to boost brand engagement.
- Editing and Proofreading: I review my own work and that of colleagues to ensure it is free of grammatical errors and adheres to the publication's standards.
- Assisted with audience research and content planning for focused marketing and content schedules and made sure they matched brand messages.
- Outstanding time-management and communication abilities to fulfill deadlines in a fast-paced industry

Freelance Content and Copywriter

Livingstone Research | Kyvv, Ukraine

June, 2021 – February, 2024

- Worked together with the content team to create and deliver tailored content packages that matched the objectives of the customer, including raising SEO rankings or increasing audience engagement.
- Created blog posts, website content, and attractive sales copy for customers in a range of sectors.
- Produced captivating social media content that raised audience engagement and brand awareness.
- Worked together with marketing teams to match messages to target audiences and brand objectives.
- SEO Optimization: I incorporate SEO best practices into content to improve search engine rankings
- Maintained a strong pipeline of prospects using CRM tools, ensuring regular follow-ups and consistent communication to convert leads into long-term clients.
- Time Management: I manage multiple projects simultaneously, adhering to deadlines and delivering work on time

WORK EXPERIENCE

Marketing Copywriter and Editor

Swift Pens | Lagos, Nigeria

February, 2022 – June, 2024

- Collaboration: work closely with designers, marketers. and other team members to ensure cohesive and effective content.
- Content Strategy: I contribute to the development and content strategies that align with business goals and enhance brand voice.
- SEO Optimization: I incorporate SEO best practices to improve content visibility and drive organic traffic.
- Editing and Proofreading: I review and revise content for accuracy, clarity, and consistency, ensuring it is free from grammatical errors
- Worked together with cross-functional teams to generate ideas and create creative, client-specific sales tactics.
- Developed and refined emails, graphic materials, and web pages for local campaigns.
- Adapted content to reflect trending tokens, product updates, and blockchain developments.
- Trend Analysis: I stay updated with industry trends and incorporate new ideas and best practices into the writing process.

Class Teacher

The Excellent College | Lagos, Nigeria

July, 2024 –December, 2024

- Encouraged academic, emotional, and social development through engaging exercises and techniques or positive reinforcement.
- Communicated efficiently with parents and guardians to discuss individual difficulties and give progress reports.
- Conducted parent-teacher conferences, presenting data-driven progress reports and persuading families to adopt strategies that would support their children's academic growth.
- By providing excellent solutions and keeping up constant, proactive communication, we were able to achieve a client retention rate of over 90%.
- Developed and carried out customized lesson programs to accommodate students' various demands.
- Ensured that curricular standards were fulfilled by providing students in a variety of areas with stimulating sessions and cultivating a positive learning environment.
- Tracked and evaluated students development, giving parents and guardians input during frequent parent-teacher meetings
- Fostered a welcoming and inclusive learning atmosphere that promoted critical thinking, creativity, and teamwork.

Social Media Marketing & Copy Editing Intern

CLdignify | Lagos, Nigeria

August 2023 - December 2023

- Created and managed social media profiles, boosting online presence.
- Copy-edited key client materials, including the CLdignify Employee Benefits Guide and Devised and implemented a digital content schedule.

EDUCATION

Bachelor of Sociology (First Class Honours)
University of Ilorin

2017-2021

Diploma Certificate on Sales and Marketing Management
Institute Of Sales And Marketing Management of Nigeria -

2022-2024

Doctor of Physiotherapy
Lead City University Ibadan, Oyo State, Nigeria

2024 - Till Present

CERTIFICATION

[Mastering Sales Prospective](#)
Udemy San Francisco, CA

[Selling on Amazon](#)
Udemy | Hustlix Academy San Francisco, CA
[Microsoft PowerPoint Course](#)
Udemy | Hustlix Academy San Francisco, CA

[Writing Grants Applications for Nonprofit Organizations](#)
Udemy San Francisco, CA
[Storytelling Masterclass](#)
Udemy | Hustlix Academy San Francisco, CA
[Learn Content Writing](#)
Udemy | Hustlix Academy San Francisco, CA