

ABDULMUMIN SOLIHU

Freelance Writer | Crypto | Blockchain | Web3

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EXECUTIVE SUMMARY

Dedicated and results-oriented Freelance Content Writer with 5+ years of experience crafting engaging content for websites and social media. Created engaging and informative content that explains the company's vision and the complex world of Finance, Crypto, Blockchain, DeFi, NFTs, and Metaverse for a diverse audience. Proven track record of delivering high-quality content, including white papers, case studies, articles, and social media posts.

WORK EXPERIENCE

Full-time Content Writer

Finance Media Group - Lagos, Nigeria

March, 2022 - Feb., 2024

Finance Media Group (FMG) is a Digital Media Company that provides marketing services to the financial industry.

- Developed forex trading advice and investment guides, collaborating with the marketing team to produce engaging technical content, papers, and articles.
- Orchestrated a cohesive content strategy across multiple channels, ensuring consistency and timely publication to better serve our audience of forex traders and investors.
- Conducted extensive research on market trends, leveraging audience insights to pitch innovative ideas and tailor content for maximum impact.
- Produced informative blog posts, comprehensive whitepapers, and compelling visual content to educate and guide forex enthusiasts in their investment decisions.
- Ensured the accuracy and reliability of our content through meticulous fact-checking, bolstering our credibility within the forex trading community.

Freelance Crypto Writer

KMD Crypto Writing Agency - Kwara, Nigeria

Oct., 2022 - July, 2022

KMD Crypto Writing Agency is an individual-owned agency that writes crypto contents.

- Increased website traffic for a myriad of clients with targeted Crypto/Fintech content.
- Collaborated with teams of writers to update educational Crypto content, ensuring

accuracy and accessibility for diverse audiences.

- Managed content quality and ensured timely delivery of projects, meeting all deadlines.
- Produced high-quality articles, white papers, and long-form essays on various Crypto/Blockchain topics, demonstrating a strong understanding of the industry.
- Created and maintained a content calendar for the company blog, publishing on average 20 articles per month.

Full-time Content Writer

Centurion Invest - UAE, Dubai

Dec., 2022 - March, 2023

Centurion Invest is a Global Multi Asset Solution provider for retailers and enterprises in the blockchain space.

- Crafted engaging technical content, papers, and articles on crypto and DeFi alongside other members of the marketing team.
- Developed the content strategy across channels, ensuring consistency and publishing on schedule.
- Researched trends, pitched new ideas, and tailored content based on audience insights.
- Developed blog posts, whitepapers, PR copies, and daily visual captions.
- Contributed to marketing initiatives with ad copy, newsletters, and SEO-optimized content

SKILLS

Comprehensive Keyword Research

Decentralized Finance (DeFi)

SEO Optimization

Research and Analysis

Blockchain Technology

Communication (Written & Verbal)

Time Management & Organization

Editing & Proofreading

Accuracy & Originality

Learning Agility

EDUCATION

University of Ilorin - Ilorin, Kwara State

Bachelor of Engineering (B.Eng)

2019 - Present

Agricultural and Biosystems Engineering

CERTIFICATION

Blockready Crypto/Blockchain Certification Courses

2024