

Oludamola Olukunle Oni

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SUMMARY

A dedicated and hardworking content writer/creator, with a passionate interest in Technology, and a wealth of experience in Creative Content and Copy writing resulting from 3 years as a Consultant and Freelancer. A Budding Product Manager, with an interest in Web development.

CAREER NARRATIVE

2020 – Present **Founder and Editor-In-Chief**

Book of Books, Literary Magazine, Africa

Book of Books is a literary magazine that publishes book reviews and other creative contents contributed by young adults. The Project started as a column of book reviews on the blackpenngr.com website, before it was later transformed to be a quarterly magazine of book reviews. The First edition published on the 20th of March, 2021.

- Founded the Book of Books magazine to cover book reviews and literary content
- Head the executive team that leads strategy, content development and Quality Control
- Lead and oversaw production activities; structure, segments, arrangement, design and printing
- Host the proposed quarterly publication event (First edition publication event took place on the 20th of March, 2021)

2019 – Present **Communications Manager**

ODY Logistics and Transport, Abuja

- Executive and Administrative assistance of the Managing Director
- Creation of content for social media designs
- Development of letters, agreements and other written content as needed per time
- Handling of Social Media engagement, interactions, and campaigns
- Execution of other tasks as dictated by the Executive of the company.

SKILLS

Professional

- Microsoft Office
- Content writing
- Blogging
- Google Docs and Forms
- Research
- Content Creation & Marketing
- Branded content Creation
- Google Drive

Languages

- **English** - Fluent
- **Yoruba** - Native

EDUCATION

- **Bachelor of Science, Botany (In View) – 2019**
- **WASSCE – 2013**

2020 – 2021 (March) Copywriter (Remote)*Pixvault Multimedia*, Lagos

- Working with team members to create copy content for client's social media pages
- Crafting proposals and content strategy to be sent to clients.
- Participation in the brainstorming and reviewing of content plans, to suit client's needs.
- Research of client's competitors during content plan development

2019 – 2020 Copy and Content Writer (Remote)*Orange Company*, Ile - Ife

- Work on creating written content for clients
- Use of digital writing tools in editing, proofreading and checking content for plagiarism.
- Use of Google Drive in formatting and cataloguing content delivered to clients.
- Research-based structuring and development of client's content needs.

2019 – 2020 Creative Content Writer (Remote)*Cre8tive Tech*, Lagos

- Handling of written content needed for branding the agency
- Handling of written content of websites being developed for clients
- Briefly worked with the social media team to augment content creation

2019 - Present Creative and Technical Content Writer (Freelance Gig Worker)*Upwork Inc*, United States of America

- Collaborated with Clients to create eBooks and Technical Guides
- Worked with clients to create landing pages and copy contents
- Developed blog posts, articles and fictitious contents with various clients.

2018 Short term Content Creator*ODY Logistics*, Abuja, Nigeria

- Worked with the Chief Executive officer to develop Proposal Content used in Application for contract from the United Nations Election Observers for the 2019 general Elections in Nigeria

2017 - Present Founder, Chief-Editor and Content creator*Black Pen NG*, Abuja, Nigeria

- Founded the blog and carefully established a blogging team
- Create Tech contents for the blog – News, Information, tips and trends
- Develop creative contents related to Tech, trends and Viral posts
- Work on the creation, scripting and production of content
- Publish News articles and entertainment information

- Lead the brand as a Digital Media Brand, with arms of Public Relations, Blogging, Content Writing, and TV
- As a representative of the brand, served as outsource to other freelancers working on various Freelance platforms.

2017 – 2019 (April) **Creative and Technical Content Writer (Freelance Gig Worker)**

Fiverr.com, United States of America

- Worked with various clients to develop creative web contents as well as landing pages
- Worked with students to coin technical term paper write-ups
- Worked with various clients to professionally edit and proofread web contents, eBooks and Novels, pre-publication
- Ensured the completion of various copy contents for products on Amazon, EBay and Etsy.

2016 - 2017 **Information and News Blogger (Internship)**

Smartbrainsnig.com (defunct), OAU, Ile – Ife

- Created unique contents for the blog, daily
- Participated in the daily publicizing of the various contents of the blog
- Curated and published news articles, daily

WRITING PORTFOLIO

<https://drive.google.com/drive/folders/1JbGSCegUqSDGCE5d5vZkYLbbJOjlhvXV?usp=sharing>

VOLUNTEERING

2020 – Present **Editor**

Naija Politoons, Ile – Ife.

NaijaPolitoons is a non-profit organization to portray political and global stories in comical and relatable graphics. With the aim of enlightening and informing the masses.

- Work with other members to achieve set goals
- A member of the team tank; for team brainstorming
- Proofread content and correct for errors in spellings, punctuations and grammar
- Verify facts using standard reference sources
- Evaluate all contents and ideas and confirms they are worthy of publishing

2019 Media Team Lead/Content Creator

Future 180 Project (On-Hold), Ile – Ife, Osun State, Nigeria

Future 180 Project was founded with the aim of intimating the student community with the future.

These include; exposition on the future of work, leveraging of Tech in Business and Career Development.

- Lead the Media team in preparation for the maiden event of the Project
- Work with graphics designer to develop content for social media
- Writing and development of reports on the various phases and curriculum of the maiden event
- Handling of the social media accounts of the body.

2019 Creative content writer

Smart Kids of Africa, Lagos, Nigeria

Smart Kids of Africa is a non-profit organization founded with the aim of providing financial intelligence, inclusion and information to kids, starting from Lagos.

- Work with a team of writers to create content for social media
- Involved in activities related to the missions of the organization, which is, reaching out to kids and affording them a Financial education
- Executed other task as directed by the convener

CERTIFICATIONS

2020 PRODUCT MANAGEMENT FOUNDATION TRAINING

Treford Academy, Lagos

In this course that lasted about 11 hours over the course of two weeks, I was taken through the following aspects of Product Management:

- Introduction to Product Management
- Understanding Product Development Lifecycle
- Introduction to Product Management Development tools
- Understanding Agile and Scrum
- What Technical teams need from Product Managers
- Introduction to Product Marketing
- How to Plan an MVP
- Product Feature Prioritization Models

- Introduction to Product Analytics
- Creating a User Story
- Design from a Product Designer's Perspective

At the end of the courses, I was part of the 7-man group that worked on the Case Study that involved the creation of Indigenous-themed Fitness app where I worked specifically on the market research, with the team ultimately ranked the best after the cohort for its presentation and app idea.