

# **Adam Muhammad Olawale**

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## **SUMMARY**

Highly experienced content creator (writer) with 2 years of expertise in crafting engaging, informative, and high-quality content for the Web3 ecosystem. Proven of delivering 18+ successful projects that drive results.

## **EXPERIENCE**

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Feb 2021 – July

2021

### **SENIOR CONTENT STRATEGIST, HUBSPOT**

- Developed and executed comprehensive content strategies to drive engagement and conversions.
- Created high-quality, engaging content for various channels, including blog post, social media, and email newsletters.
- Collaborated with cross-functional teams to ensure content alignment with business objectives.
- Edited and proofread content to ensure accuracy, clarity, and consistency.

July 2021 -

Till date

### **CONTENT CREATOR, LINAR**

- Researched and wrote engaging content for internal and external audiences.
- Developed content marketing campaigns to promote company services and products.
- Collaborated with designers and developers to create interactive and immersive experiences.
- Conducted keyword research and optimized content for search engines
- Analyzed content performance using metrics and adjusted strategies accordingly

May 2022 –

Till date

### **JUNIOR WEBSITE DEVELOPER**

- Developed, tested and documented data transfer module for print verification system using C/C++
- Tested and Tuned TCP/IP for optimum throughput
- Participated in and taught weekly classes in Perl

## **EDUCATION**

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May 2004

### **Bachelor of Science in Computer Science**

*LAGOS STATE UNIVERSITY OF SCIENCE AND TECHNOLOGY, IKORODU*

- Major: Computer Science Minor: English Language

## **SKILLS**

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- **Content Creation skills:**

-Writing Styles: Blog posts, article, social media, email newsletters and more.

- **Research and Analysis skills:**

- Research Tools: Google Scholar, Ahrefs, and other online resources.

- **Digital Marketing Skills**

- Social Media Platforms: Twitter, LinkedIn, Facebook, Instagram, and more.

- Marketing Tools: Mailchimp, Constant Contact, and other email marketing platforms

- **Other Skills:**
  - Project Management
  - Time Management

## CERTIFICATIONS

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- 2021 HUBSPOT A+ certification for content creation.
- 2024 LINAR Certified Warranty Technician (PC)
- 2024 Bum Certified Programmer

## PROFESSIONAL REFERENCES

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### REFERENCE 1

- Name: Ademola Samuel
- Position: Editor-in-Chief
- Organization: Naija Times Media
- Phone: +234 906 779 7108
- Email: [ademola.sam@naijatimes.com](mailto:ademola.sam@naijatimes.com)

“Muhammad is a talented and dedicated content writer. He worked with us at Naija Times Media, producing high-quality articles that resonated with our audience. His ability to meet deadlines and adapt to our brand’s voice is impressive. I highly recommend him for any content writing project.”

### REFERENCE 2

- Name: Nneoma Uche
- Position: Content Manager
- Organization: Web3 Africa
- Phone: +234 706 655 9711
- Email: uchenneoma03@gmail.com

“I had pleasure working with Muhammad on several web3-focused content projects. He demonstrated a deep understanding of the subject matter and produced engaging informative content that exceeded our expectation. His professionalism and attention to detail are noteworthy”