

# OBAFEMI KELVIN GODWIN

**Tel:** +234 707 065 9197 · **Email:** obafemikelvingodwin18@gmail.com · **Location:** Old Poly Quarters, Lokoja, Kogi State, Nigeria.

## PROFESSIONAL SUMMARY

Dynamic Digital Marketing Strategist, Content Creator, SEO Specialist and Brand Builder with proven experience designing and executing high-impact digital strategies that increase visibility, engagement and conversions. Skilled at combining data-driven SEO, creative storytelling, paid campaigns and visual design to grow audiences and generate measurable results. Strong leader and community-builder with experience mentoring teams, delivering trainings, and managing multi-platform campaigns for agencies and media brands.

## CORE COMPETENCIES

- ❖ Search Engine Optimization (SEO)
- ❖ Content Strategy & Editorial Planning
- ❖ Social Media Marketing & Community Growth
- ❖ Paid Social & Lead Generation Campaigns
- ❖ Brand Positioning & Visual Storytelling
- ❖ Content Creation: Copywriting, Graphic Design & Video Editing
- ❖ Training, Mentorship & Workshop Delivery
- ❖ Grant Writing & Community Journalism

## PROFESSIONAL EXPERIENCE

**Digital/Content Marketer — OKG BRAND** (Oct 2024 – Present)

- ❖ Lead content strategy, creative direction and service delivery across client accounts.
- ❖ Oversee content production (copy, graphics, short-form video) and ensure brand-aligned storytelling for digital channels.
- ❖ Build and manage collaborative teams of creatives, ensuring timely delivery and high-quality work.
- ❖ Develop go-to-market and promotional plans to drive client visibility and engagement.

**INTV — Lead Content Marketer.** Apr 2023 – Oct 2024

- ❖ Directed content marketing initiatives that positioned INTV as one of the fastest-growing media platforms in the digital space.
- ❖ Managed social media channels by creating high-impact content and campaigns that expanded reach and deepened audience engagement.
- ❖ Developed strategies that strengthened INTV's brand presence, driving measurable growth and influence across diverse audiences.

**Content Writer | Community Manager — Winnov**  
(8 Aug 2024 – Dec 2024)

- ❖ Developed and executed a long-term content calendar to showcase services across social channels.
- ❖ Produced engaging written content tailored to audience needs, increasing community engagement.

## EDUCATION

- ❖ **B.Sc. Industrial Chemistry** *Feb 2022 – Present (ongoing)*  
*Prince Abubakar Audu University, Ayingba, Kogi State*

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- ❖ Certified Writer — Pennacle Inc.
- ❖ Grant Writing — YALI Network
- ❖ Community Journalism training (ongoing professional practice)

## SELECTED PROJECTS & LEADERSHIP

- ❖ Led content marketing and brand growth initiatives for INTV and OKG, focusing on audience acquisition and engagement strategies.
- ❖ Designed and facilitated workshops on creative writing and storytelling at Gift Kreative's Institute of Writing.
- ❖ Published author and community storyteller; experienced in converting narratives into shareable digital formats.

## SKILLS

- ❖ Content Strategy & Editorial Calendars
- ❖ On-page & Off-page SEO
- ❖ Social Media Management (organic & paid)
- ❖ Graphic Design (visual assets for social & web)
- ❖ Video Editing (short-form social content)
- ❖ Copywriting & Long-form Content
- ❖ Grant Writing & Proposal Development
- ❖ Community Engagement & Moderation

## LANGUAGES

English (Fluent)

## REFERENCES

Gift Shunom

Business Relationship Manager - Moniepoint Microfinance Bank

Tel: +234 903 592 2022

Email: giftshunom@gmail.com

**Available on request:** portfolio links, writing samples and published works.