

OLUWAFOLABOMI BAKARE

CONTENT MARKETER, SEO WRITER

Abuja, Nigeria. • (+234) 9063721291 • folabomibakare@email.com •
www.linkedin.com/in/OluwafolabomiBakare • <https://beatsnbusiness.substack.com> • [My portfolio](#)

SKILLS

- **SEO/Content Marketing:** Manage website ranking and content strategy for lead generation.
- **Creative/Analytical Thinking:** Brainstorm ideas, analyse data, and make sound decisions.
- **Time Management/Organisation:** Plan, prioritise, and meet deadlines.
- **Multitasking/Prioritisation:** Handle multiple tasks while focussing on what's most important.

EXPERIENCE

Beats and Business Newsletter • Founder & Editor-in-Chief (03/2024)—present

Launched and managed a biweekly newsletter delivering insightful analysis and news on the Nigerian music industry to a growing audience of over 200 readers.

Conducts in-depth research and writes engaging articles on industry trends, artist profiles, and business developments.

Edie and Amy, Lagos, Nigeria • Content writer (11/2022)-(12/2023)

Repurposed existing content into engaging and impactful social media assets (e.g., infographics, slide decks), leading to a 15% increase in engagement.

Leveraged content analytics tools (e.g., Google Analytics) to implement data-driven optimisation strategies, resulting in a 6% improvement in conversion rate.

She has developed and executed a comprehensive SEO content strategy focused on targeted keywords and user intent, driving a 10% increase in website traffic and a 13% growth in organic leads within one year.

Content Savage, Remote • Content writer (05/2019)-(05/2022)

Leveraged credible sources and integrated Voice of Customer (VOC) data to enhance the content's relevance.

Spearheaded keyword research and optimised website content for SEO, achieving a 12% increase in organic search traffic.

I thrived in a fast-paced environment by managing multiple projects concurrently, ensuring the on-time delivery of high-quality content.

EDUCATION AND CERTIFICATIONS

University of Ilorin, Ilorin Kwara state • BSc. Medical Physiology

Graduation Year (2023)

Simplilearn • content marketing • Certification

Graduation Year (2024)

Simplilearn • Email marketing • Certification

Graduation year (2024)

Simplilearn • SEO basics • Certification

Graduation year (2024)

Alison Courses • Creative writing Basic • Certification

Graduation Year (2021)

HOBBIES

Baking, Research, Reading, Board Games