

Akinomolafe Samuel Olakunle

Creative Content Designer

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SUMMARY

Content designer with 3 years of experience creating meaningful digital experiences through strategic UX writing, content creation, and multimedia storytelling. Adept at translating business objectives and user needs into engaging, actionable content across fintech, healthcare, and e-commerce. Combines creative execution with analytical rigor to bridge gaps between complex ideas and audience understanding.

SKILLS & ABILITIES

- Multimedia Content Creation (Carousels, Reels, Video)
- UX Writing & Microcopy
- Motion Graphics
- Web Development
- Content Strategy & Information Architecture
- Trend Analysis & Tech Communication
- Storyboarding & Visual Storytelling
- Cross-functional Collaboration

Tools: Premiere Pro, Final Cut Pro, DaVinci Resolve, Canva, CapCut.

Soft-skills: Verbal and written communication, active listening, empathy and emotional intelligence, problem-solving and conflict resolution, adaptability and flexibility, time management and organization, teamwork and collaboration, positive attitude and professionalism, continuous learning and improvement.

Other Skills: HTML, CSS, JavaScript, Java, Java SpringBoot Framework, API Integration, App Testing & QA Processes, Agile/Scrum Methodology.

EXPERIENCE

Fafkay Integrated Services Company

Ibadan, Nigeria

UX Writer & Content Designer

May 2024 - Present

- Crafted user-centric microcopy and interface content for digital products, ensuring clarity and consistency.
- Collaborated with designers and developers to align content with UX best practices.
- Collaborated with UI/UX designers to embed content-first principles into wireframes, reducing late-stage revisions by 40%.

Techtalkwithtayo***Dallas Texas, USA*****Content Creator*****January 2023 - Present***

- Produced 20+ video reels and carousels distilling tech trends into accessible narratives with cumulative views.
- Led end-to-end content creation: research, scripting, storyboarding, and editing.
- Designed carousel graphics breaking down AI and cybersecurity trends.
- Analyzed engagement metrics (watch time, shares) to refine content topics, achieving a 35% higher CTR quarter-over-quarter.

H G & W***Melbourne, Australia*****UX Writer*****January 2022 – December 2022***

- Developed content frameworks for consulting and fintech platforms, optimizing user flows and conversion.
- Conducted A/B tests to refine messaging and improve engagement metrics.
- Audited and restructured help center articles, decreasing average page bounce rate by 15%.

EDUCATION**BACHELOR OF TECHNOLOGY IN GEOPHYSICS**

Minor in Geophysics . University of Science and Technology . Okitipupa, Nigeria . 2021

LANGUAGE

English

LEADERSHIP**Assistant State and Organizing Secretary NCCF*****Cross-River, Nigeria******December 2022 – March 2023***

- Led chapter of 20+ members to work towards goals that improve the fellowship and community service.
- Overseeing a wide range of critical responsibilities like electricity, water, bills, transportation, and environs.

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