

# ADEYEMI ADETILEWA

Content Marketing Manager | B2B Fintech & SaaS

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## PROFESSIONAL SUMMARY

Content Marketing Manager with 10+ years of experience driving B2B fintech and SaaS growth in startup and early-stage environments. Proven track record building content programs that support SEO-led acquisition, LinkedIn distribution, email marketing, and gated content for demand generation.

Experienced in translating complex, compliance-driven topics into clear, high-converting content. Strong operator with hands-on ownership across strategy, execution, optimisation, and performance reporting. Proficient in HubSpot, Google Analytics (GA4), SEMrush/Ahrefs, WordPress, LinkedIn, and AI-assisted content workflows.

## CORE SKILLS

### Content & Demand Generation

- B2B content marketing strategy
- Fintech & SaaS storytelling
- Gated content (ebooks, whitepapers, lead magnets)
- Email marketing & nurture campaigns
- LinkedIn content & thought leadership
- Conversion-focused copywriting

### SEO & Analytics

- SEO strategy & keyword research
- SEMrush, Ahrefs, Google Analytics (GA4)
- Content audits & optimisation
- Conversion rate optimisation

### Tools & Platforms

- HubSpot (email & CRM-aligned content)
- WordPress CMS
- LinkedIn
- Canva (content collaboration)

### Execution

- Startup & early-stage marketing
- Content calendars & editorial planning
- Cross-functional collaboration
- AI tools for content creation & optimisation

## EXPERIENCE

### **Content Marketing Manager (Contractor)** IPB Digital Network | 2015 – Present | *Remote*

- Led content marketing for a portfolio of B2B fintech, SaaS, AI, and digital-first startups, owning strategy, execution, and performance.
- Built and executed SEO-led content strategies supporting lead generation, email marketing, and LinkedIn distribution.
- Created blog content, landing pages, gated assets, and email campaigns aligned to funnel stages.
- Drove 500+ top-10 keyword rankings across fintech, SaaS, and compliance-heavy verticals.
- Delivered 200%+ performance improvements through structured content optimisation and refresh programs.
- Used GA4, SEMrush/Ahrefs, and HubSpot reporting to optimise content based on traffic, engagement, and conversions.
- Collaborated closely with founders, designers, and marketers in lean, startup-style environments.

### **Content, eCommerce & SEO Specialist** Digi Clinicaid Limited ([clinicaid.com.ng](http://clinicaid.com.ng)) | 2016 – 2025 | *Remote*

- Led content and SEO strategy for a regulated medical eCommerce marketplace.
- Wrote and optimised product descriptions, category pages, blog content, and email updates.
- Increased conversion rates by 55% through SEO-led audits, improved messaging, and UX-aligned copy.
- Supported acquisition and retention through content tied to customer trust and compliance.

### **SEO Content Specialist & Backlink Manager** 21st Branding LLC | 2016 – 2017 | *Remote*

- Developed content strategies for B2B tech and startup clients.
- Conducted keyword research and competitor analysis to guide content planning.
- Published thought leadership on HuffPost, Hackernoon, Thrive Global, and other high-authority platforms.

### **Freelance SEO & Content Specialist** Fiverr | 2015 – 2016 | *Remote*

- Delivered SEO and content marketing services to early-stage startups across tech and business sectors.
- Supported founders with blog strategy, on-page SEO, and organic growth foundations.

## THOUGHT LEADERSHIP & PORTFOLIO

### [AdeyemiAdetilewa.com](http://AdeyemiAdetilewa.com)

- Built a B2B content platform covering SaaS, fintech-adjacent tools, AI, and digital growth.
- Published long-form guides, comparisons, and demand-focused content.

### Selected Publications

- [Hackernoon](#)
- [HuffPost](#)
- [Buzzfeed](#)
- [Thrive Global](#)
- [Tweak Your Biz](#)
- [Addicted2Success](#)
- [The Good Men Project](#)

## EDUCATION

B.Sc. Engineering Physics, Obafemi Awolowo University – 2015

## CERTIFICATIONS

- **Career Essentials in Generative AI** by Microsoft and LinkedIn – June 2025
- **A Content Marketer's Guide to Responsible AI** (LinkedIn) - June 2025
- **Ethics in the Age of Generative AI** (LinkedIn) - June 2025
- **Introduction to Prompt Engineering for Generative AI** (LinkedIn) - June 2025
- **Content Marketing**, HubSpot Academy – 2017
- **Fundamentals of Digital Marketing**, Google/IAB Europe – 2017

## ADDITIONAL CAPABILITIES

- AI-assisted content research, drafting, and optimisation
- Experience working with global audiences
- Strong startup execution mindset