
Oluwakayode Babalola

Content Writer

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SUMMARY

Content and copywriter with more than two years experience creating content for businesses of all sizes. Adept in researching, writing, editing, and proofreading engaging and SEO-friendly content such as website copy, blog articles, promotional emails, product descriptions, and other copy. Experienced with content management systems, knowledge of SEO principles, web design, and web usability.

EXPERIENCE

PRJXT 22:29, Lagos, Nigeria- *Copywriter / Creative Writer*

DECEMBER 2022 - PRESENT

- Write and edit content for brand website
- Create marketing materials for brand identity and exposure
- Implement SEO best practices and write website copy that is in line with client goals and brand.
- Work with clients to understand their brand, values, and objectives.
- Develop creative brief documents that are in line with the identity the client is trying to display
- Create Brand Identity / Brand Decks for artistes or brands

Jetron Ticket, Lagos, Nigeria- *Senior Content Writer*

DECEMBER 2021 - PRESENT

- Published blog content about entertainment resulting in an increase in monthly visitors.
- Optimized old website content with up-to-date SEO guidelines and increased traffic by 15%
- Proof-read submitted articles and made necessary change before publishing
- Created promotional email copies to increase brand visibility

EDUCATION

Ajayi Crowther University- *B.Sc Computer Science*

SEPTEMBER 2018 - JULY 2022

- GPA: 4.06/5.0

SKILLS

SEO Research, Creative Writing, Blogging, Email Marketing, Research and Fact-checking, Script Writing, Communication, Teamwork, Time Management, Problem Solving, Remote Work

INTEREST

- Running a blog named LOCALITY (<https://localmanwt.blogspot.com/>) highlighting the challenges creatives struggle with