

Precious Ajayi

Nigeria | 091 3162 3617 | ajayitewriter@gmail.com | Precious Ajayi | www.linkedin.com/in/precious-ajayi-soul

Profile

Experienced writer with a track record of creating clear, effective content tailored to specific audiences and goals. Helped Aroba Animations grow its Instagram traffic by 200%, directly supporting brand visibility during a product launch. At Limpiar, wrote targeted proposals that contributed to successful grant applications. Comfortable working across topics and formats, using digital tools to stay organised and meet deadlines. Known for delivering useful, well-researched writing that meets client needs without unnecessary complexity.

Experience

GRANT WRITER | LIMPIAR | MARCH 2025 – APRIL 2025

- Secured \$30k+ in grant funding by identifying and applying to 35+ aligned opportunities within a 5-week window.
- Wrote and edited 13 tailored grant proposals, aligning project narratives with funder priorities to boost approval chances.
- Coordinated end-to-end grant application processes, ensuring 100% compliance with all deadlines and documentation.
- Created post-award reports and presentations that clearly communicated fund utilization and project outcomes to stakeholders.
- Worked closely with program, finance, and operations teams to gather data and refine proposals for clarity and impact.

PERSONAL CONTRACT ROLES | AUGUST 2023 - PRESENT

- Researched and produced **500+ articles** across diverse industries for various clients.
- Architected tailored content strategies for over **20 clients**, securing a **90%** client retention rate and generating **50+** referrals within the two year, demonstrating a commitment to client satisfaction.
- Created an **automated project tracking system** to enhance workflow efficiency.
- Increased client base and brand awareness by over **27%**.

CONTENT TEAM LEAD | AROBA ANIMATIONS | FEBRUARY 2022 – MAY 2022

- Curated and optimised the brand's **social media content** to reach out to a wider percentage of the target audience.
- I collaborated with other team members to increase the organisation's **first movie launch** into a success
- Increased brand awareness which contributed to a tangible increase in **ticket sales** for the movie launch.

Education

B.AG. IN AGRICULTURAL ADMINISTRATION | SEPTEMBER 2024 | FEDERAL UNIVERSITY OF AGRICULTURE, ABEOKUTA, OGUN

Skills & Abilities

- Grant Writing & Research
- Content Creation & Strategy
- Virtual Assistance & Project Management
- Social Media Growth & Engagement

CERTIFICATIONS

ALX Virtual Assistant Course (September 2022 - Present)

Honors Alx_africa | Credential ID: cer-f72a55c5-f34f-4138-b2ab-81d52c8 | [View Online](#)