

Falade Oluwatimilehin

Content Writer



Nigeria, Lagos, 110211



08087240516



faladetimilehin@yahoo.com

Experienced Content Creator with over 5 years of experience in the industry.
Excellent reputation for resolving problems and improving customer satisfaction.



Skills

- Social Media administration
- Content editing
- SEO best practices
- MailChimp
- Research



Work History

2020-07 - Current



Content Manager

IRE RTW, Lagos, ...

- Managed content distribution to online channels and social media platforms.
- Used content management system to analyze user engagement and website traffic metrics.
- Edited and sourced images and videos using Instagram
- Maintained content marketing calendar to schedule all aspects of creation and delivery.
- Built user interface, data visualizations and designed overall user experience, resulting in 70% increase in sales.
- Utilized analytics and site metrics to determine areas of improvement.
- Led team of 3 copywriters and content writers to oversee results of job performance.

2016-08 - 2021-03



Product Manager

Jersey Culture, Lagos, ...

- Established criteria for each milestone within product roadmap as means to measure developmental progress.
- Conceptualized and deployed enhanced product features and optimized implementation for use in marketing strategies.
- Consulted with buying personnel to determine projected demand for products and services.



Education

2012-05 - 2013-06



Diploma : Computer Engineering

University Of Lagos - Lagos, Nigeria

2013-09 - 2017-12



Bachelor of Science: Systems Engineering

University Of Lagos - Lagos, Nigeria