

ANI SALOME ADA

No. 5, Fatai Kaffo Street, Agungi, Lekki, Lagos

Phone: 09093880932; Email: adangalonu@gmail.com

[LinkedIn - Ani Salome](#)

PROFESSIONAL SUMMARY

I am a Result - Oriented, Energetic Wordsmith with a solid history in digital/website content creation, whose expertise is in creating content tailored for different audiences. I am also a motivated creative with strong organizational abilities while offering creative ideas with a positive attitude.

OBJECTIVES

To work in a company with a challenging environment and a great culture, where I will be able to grow as I deliver results personally and collectively that will affect the organizations bottom- line positively.

CORE COMPETENCIES

- | | |
|--|---|
| <ul style="list-style-type: none">• Content Writing and Management.• Research Skills• Organization Skills• SEO Knowledge• Verbal and Written Communication | <ul style="list-style-type: none">• Editorial Skills• Analytical thinking• Creative Thinking• Detail oriented (grammar, spelling and tonality)• Stress Management |
|--|---|

WORK HISTORY

August
2019 -
August
2020

Content Creator and Website Manager ONYC LLC

- Research on industry-related topics.
- Creating content for website to showcase product and services being offered.
- Conduct keyword research and use SEO results to optimize contents.
- Prepare and modify documents, newsletters, circulars, weekly reports and memorandum for both internal and external use.
- Target content on blogs, newsletters and social posts to specific audiences while focusing on trending topics.
- Work closely with the product management department to implement product update for better user experience.
- Provides administrative support to the CEO in relations to operations, sales, web management and research.
- Manage company and customer relationship to create a better shopping experience for customers.
- Handling customer's correspondence in line with company's guidelines.

- Act as a point of communication for all professional appointments and schedules.

Administrative and Communications Executive

September 2018 **Creamsville Schools**

-

July 2019

- Providing content used in promoting the organization through online platforms, press releases and other media channels.
- General clerical duties including photocopying, printing, mailing and handling office supplies.
- Maintained and handles electronic and hard copy filing system.
- Served as a point of contact after the director when liaising with parents, clients and members of staff.
- Provided support in promoting the organization through online platforms, press releases and other media channels.
- Scheduled, coordinated and prepare agendas for meetings and appointments
- Planned and executed weekly and termly academic activities.
- Researched on new methods and trends in the industry and implemented them.
- Handled internal communication for the company via memo, emails, and calls

May 2014 -
January
2016

Content writer/columnist.
www.360naija.com

- Created online contents bi-weekly for Adapalava's column
- Created contents based on societal and relationship issues in a blend of Nigeria and Pidgin English.
- Review contents to suit target audience.

February 2019-
Present

Digital Creator
www.adapalava.com.ng

- Own and manage website.
- Create, edit and uploads contents for blog use.
- Create contents for social media platforms associated with the website.

April 2015-
February 2016

Content Writer/ On-Air
Personality
99.9 Kiss FM Abuja.

- Created content for radio programs.
- Co-hosted radio shows with contents ranging from female issues to hook ups.

TECHNICAL PROFICIENCIES

- Microsoft Office Suite (MS Word, Excel, PowerPoint and Outlook)
- Basic HTML Knowledge
- WordPress and Elementor website management.
- Tools such as Content Creator, Google Forms, Canva, Mailchimp and Siteground.

EDUCATION

2018 – 2019 Diploma in Secretarial Studies
London School of Management, United Kingdom.

2010 – 2015 B.A Linguistics
Obafemi Awolowo University, Ile- Ife

PROFESSIONAL DEVELOPMENT

2019 **Introduction to Business Communication-** Google Digital Garage
2019 **Fundamentals of Digital Marketing -** Google Digital Garage

REFERENCES

Available upon request