#### ANI SALOME ADA

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**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**

- Content Writing and Management.
- Research Skills
- Organization Skills
- SEO Knowledge
- Verbal and Written Communication

- Editorial Skills
- Analytical thinking
- Creative Thinking
- Detail oriented (grammar, spelling and tonality)
- Stress Management

## **WORK HISTORY**

August Content Creator and 2019 - Website Manager August ONYC LLC

• Research on income R

- 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 filling 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- **Digital Creator**

Present

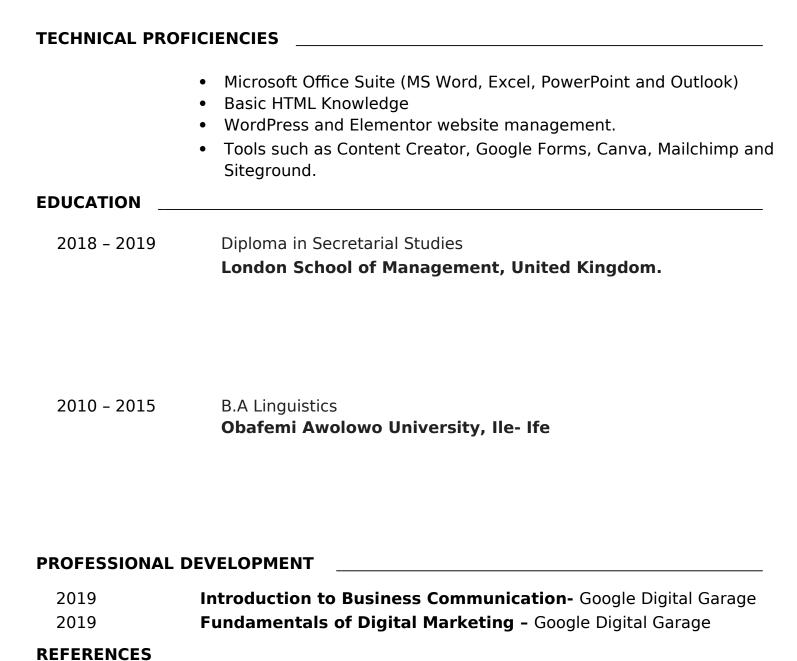
# www.adapalava.com.ng

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

April 2015-**Content Writer/ On-Air** February 2016 **Personality** 

99.9 Kiss FM Abuja.

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



Available upon request