

# Olatunde Dawodu

## Marketing & Communications

*Content strategist with thorough understanding of corporate communications, SEO, social media, content marketing, digital marketing strategies and audience engagement.*

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### EXPERIENCE

#### **HR Expo Africa Limited, Lagos** — *Content & Communications Executive*

February 2018 – Present

- Create and deliver press releases, media relations content, blog content, corporate newsletter content, and proposals.
- Manage social media channels including LinkedIn, Instagram, Twitter, Facebook & YouTube
- Develop, write, and edit proposals, and other sales support materials.
- Develop engaging content for website and social media to build thought leadership, enhance brand advocacy and deepen audience engagement
- Plan, develop, write/edit key messages and content for all purposes
- Collaborate with the Business Development and Marketing Managers on the communications for event sales, sponsorship and partnership initiatives
- Responsible for planning and management of all digital marketing assets

#### *Key Projects*

- **HREA Summit 2018 - 19:** Drove awareness and ticket sales via digital marketing and content marketing. This involved social media ads, Google ads, email marketing and direct online engagement. Also responsible for creating communication materials and managing interactions to solicit partnerships/sponsorships/participation.
- **Third Sector Conference 2018:** Same as HREA Summit cited above.

#### **TINC Creative Concepts, Lagos** — *Digital Marketing & Content Development*

February 2015 - Present

- Developing and managing online marketing campaigns to drive relevant traffic to client sites
- Maximizing customer click through rates by creating engaging and entertaining web content
- Overseeing the management of Google AdWords campaigns to deliver maximum client ROI
- Creating engaging social media content to achieve brand visibility and improve sales for clients
- Continual SEO development, including keyword research, site optimization
- Researching, writing and editing original SEO ready content for company websites, blogs, online communication, and content assets including emails, newsletters, social media and more.

### AREAS OF EXPERTISE

Content development  
Search Engine Optimization  
Digital Content Creation  
Social Media Marketing  
Graphic Design (basic)  
Video Creation/Marketing  
Email Marketing  
Corporate Communications  
Digital Campaign Management  
Public & Media Relations  
Customer Engagement

### SKILLS

MS Office  
Google Analytics  
Google AdWords  
WordPress  
MailChimp  
ConstantContact  
Canva  
VSDC Video Editor

### PORTFOLIO

[www.contenthead.wordpress.com](http://www.contenthead.wordpress.com)

[medium.com/@olatvnde](https://medium.com/@olatvnde)

## *Key Projects*

- **Amayi Foods:** Social media marketing to drive brand awareness, community building, customer engagement and sales for pepper sauce.
- **SMART:** Created a new product concept for TINC and generated new business leads through content marketing and digital channels.
- **FCMB Flexxtern:** Created content for digital marketing campaign, including Text ads, Display ads and Facebook/Instagram

## **Tunative.com, Lagos** — *Content Creator*

MAY 2013 – JANUARY 2015

- Repurposing and optimizing content for digital channels
- Daily management and execution of all social media content
- Developing relevant and special themed content to attract readers, blogging across topics such as music reviews, artist interviews, career development tips and news
- Responding to blog comments and reader emails plus focused on social media activity to ensure reader interaction
- Keeping content current and useful to readers through full CMS management and social media updates

## **EDUCATION**

### **Google Digital Skills for Africa**

July 2018

### **Federal University of Agriculture, Abeokuta** — *Bachelor of Agriculture*

2005 - 2010