OLUSEGUN OLAWUMI

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Professional Summary

Skilled content writer with over six (6) years experience of working in publishing, advertising and marketing. Committed to producing exceptional and creative content, including articles, internet content, blog post, book, and ebook. Experienced in a variety of writing styles and determined to strive for the best. Dedicated team player who enjoys working with others to develop innovative ideas. Seasoned professional with the goal of going beyond what is expected.

Core Competencies and Skills

- Exceptional writing skills that allow me to transform my ideas into writing that effectively communicates information to the appropriate audiences.
- Excellent listening skills that are helpful when listening to client wants and needs and providing exactly the work they want.
- Solid background in marketing that allows me to understand how the product development, promotion, and sales process works and how to strategically reach target customers.
- Outstanding creative thinking skills that are helpful for overcoming issues in writing and for coming up with new and innovative ideas.
- Excellent knowledge of Social Media Management, Digital Marketing and Content Writing.
- Highly Proficient in Article Writing, Content Creation and Blogs.
- Admirable leadership, time management and organizational skills.

Work Experience

Digital Content Creator | BIPOC FOUNDATION (CANADA). **April. 2023 - Present**
***Duties and Responsibilities*;**

- Create content for the internet, publication, and broadcast media using creative concepts.
- Creates original, engaging articles that are succinct, informative, and easy to read.
- Create compelling stories that are promotional and in tandem with the organization's goals.

Copywriter / Content Writer | UNIQUE CONTENT HUB. **Nov. 2020 - Present**
***Duties and Responsibilities*;**

- Write advertising copy designed to effectively reach customers in the appropriate target markets to promote products and services.
- Discuss products and services with clients to learn all the details and specifications to ensure the appropriate advertising methods and themes are used.
- Create content for the internet, publication, and broadcast media using creative concepts.

- Research what aspects will make products and services more appealing to customers to maximize the number of sales.
- Creates original, engaging articles that are succinct, informative, and easy to read.
- Ensures budgets were maintained and that work was completed according to schedule

Copywriter / Content Writer | FIVERR. **Oct. 2018 - Present**
***Duties and Responsibilities*;**

- Utilizes search engine optimization techniques, and edited and revised content as needed by clients.
- Write and edit books, blog posts, social media posts, website copy and articles
- Editing and proofreading to refine grammar, style, readability, accuracy, voice, tone, and punctuation
- Collaborating with PR and marketing departments to brainstorm and develop a variety of marketing materials
- Working with clients to edit and modify copy to meet their content expectations
- Meeting with clients to understand their message, brand voice and target audience
- Proposing copy concepts in an engaging way for clients and carrying out projects once they are approved

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Education

MASTERS IN ANIMAL NUTRITION (Monogastric) **Feb. 2023**
Federal University of Agriculture, Abeokuta, Ogun State, Nigeria.

BACHELOR OF SCIENCE; ANIMAL SCIENCE AND PRODUCTION (First Class) **July 2017**
Joseph Ayo Babalola University, Osun State, Nigeria.

Hobbies

- Reading
- Researching
- Traveling

Referees

Available on request