

OLUWATOBILOBA ESTHER ADEBANJO

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EDUCATIONAL BACKGROUND

Obafemi Awolowo University, Ile Ife, Osun State *2017 – 2023*
LL.B (Second-class Upper)

Queen's College, Yaba, Lagos *2010-2016*

SKILLS

- Writing
- Research
- Storytelling
- Content strategy and creation
- Content management and marketing
- Brand communications
- Collaboration
- MS Word
- MS PowerPoint
- Active listening
- Problem-solving
- Negotiation
- Creativity

WORK EXPERIENCE

Framegidi *September 2023*

Content Consultant

- Collaborated with the company's management to develop the company's brand story, content guidelines and general content framework
- Edited and proofread blog posts, social media posts and landing page content
- Recommended updates to enhance visibility, engagements and conversions
- Contributed audience engagement insights

Stacs *January 2022 – September 2023*

Content Marketing Manager

- Created the brand story
- Executed various organic content marketing campaigns
- Created the brand's content marketing strategy
- Created the brand's communications guide
- Ideated and created social media and blog posts for the brand
- Wrote the brand's website copy

- Organically increased the brand's social media presence and content by over 80% in less than 1 year
- Kickstarted the brand's email marketing campaigns and organically achieved open rates as high as 66%

Unideals

June 2023 – July 2023

Content and UX Writer

- Created the landing page copy
- Carried out UX writing for the mobile app
- Brainstormed content marketing strategies for the product

Deckdash Limited

December 2022 – April 2023

Content Marketer/UX Writer

- Ideated and created social media content for clients' brands
- Carried out UX writing for the Linkdrive and Bidhaa web apps
- Wrote the web copy for the Linkdrive and Bidhaa websites
- Wrote the web copy for the Deckdash landing page
- Brainstormed content marketing strategies for clients' brands

Renaissance Woman Biz

February 2022 – December 2022

Content writer/manager

- Created and formatted engaging articles for the blog using WordPress
- Managed and moderated the blog
- Developed effective blog management strategies

DNA Marketing

January 2021 – January 2022

Engagement Specialist

- Created, scheduled, and strategised social media posts for various clients
- Increased reach and engagements across client accounts by over 50% within 6 months
- Created lasting content strategies that boosted the reach and engagements of different clients

HuffPost UK

October 2020

Article Contributor

- Collaborated with HuffPost UK Editor Charlie Lindlar to create a piece with over 1,000 views

Click042

October 2019 – November 2019

Article Contributor

- Collaborated with the editors to create engaging blog posts

COURSES AND CERTIFICATIONS

- **Introduction to Journalism Course and Certification**
Alison
- **Content Management Course and Certification**

eMarketing Institute

- **Digital Marketing Short Course and Certification**

Mediaworks & York St. John University

- **Copywriting Course**

Writing Launch

- **Break Into Blog Writing Course**

Writing Launch