

# FAVOUR ADEBOYE

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## CAREER OBJECTIVE

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Content writer/ Technical writer

A versatile content writer proficient in researching, writing and editing diverse content. Works with optimum input to produce engaging, authoritative, and error-free work. Autonomous yet communicative, with a 2-year history of superior performance in remote environments.

## WORK EXPERIENCE

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### CONTENT WRITER- QUILLAB LLC

Dec 2020 - Oct 2021

- Conducted thorough research into assigned topics.
- Used Grammarly and other writing tools to write and submit an error-free copy.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with an exciting, captivating and authentic approach.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Developed and maintained courteous and effective working relationships.

### WEB CONTENT WRITER- NWHATATOR DIGITAL AGENCY

March 2020 - Dec 2020

- Managed competing deadlines with efficiency.
- Interspersed thematic, frequently searched keywords to optimize articles for search engine results, and performed additional SEO-related tasks to maximize traffic to the website.
- Produced creative content for promotional advertisements and marketing materials.
- Collaborated with the creative director and copywriting team in completing all phases of client projects from planning to on-time completion of quality deliverables.

### WEB CONTENT WRITER, PRANDADS PUBLIC RELATIONS COMPANY

Jan 2020 - March 2020

- Evaluated project requirements and content standards for each project to produce content in line with a creative structure.
- Developed and edited informative, highly engaging, concise content for company websites and social media platforms customized for target audiences and company campaign objectives.
- Researched to develop a thorough understanding of unfamiliar topics, competitors, industries, and processes to present fresh angles and ideas within the written content.
- Employed Grammarly and Google Analytics tools to achieve proper grammar and syntax within articles and to implement SEO principles on WordPress and other website hosts.
- Created high-impact messaging for all marketing media, contributing to increases in revenues and market share of over 80%.

## EDUCATION

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### B. Sc. In Mechanical Engineering

- Obafemi Awolowo University, Ile-Ife, Nigeria.  
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### WAEC Certificate

- Shepherd's International College, Akwanga, Nasarawa, Nigeria.
- 5 Distinctions 4 Credits.

Nov 2017

## **PROFESSIONAL QUALIFICATIONS**

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- Concept development
- Canva
- WordPress
- Social Media tools
- Editing and review
- Proficient in Microsoft Office and Google Suite

## **KEY SKILLS**

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Strongly Analytic | Excellent English | Innovator| Value-Oriented | Research Oriented| Visionary| Team player| Highly resourceful |

## **MEMBERSHIPS**

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- Space club OAU, 2017.
- Nigerian Institution of Mechanical Engineers (NIMechE), 2017.

## **REFERENCES**

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Available upon request.