

Temidayo Salako

Creative Brand & Technical Writer

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Portfolio: <https://dayosalako95.journoportfolio.com/>

Professional Summary

Temidayo is a creative brand and technical writer with four years of experience helping brands and businesses build and manage their reputation in the market through the development of quality content that drives engagement and facilitates brand and business growth. Proficient in the use of content creation tools for all content types from video to text to visuals and voice as well as adept in the use of content management systems. She has ample experience and knowledge in content creation in the following areas: product development and management, product launches, business development and marketing, and recently, blockchain technology, NFTs and cryptocurrency.

Experience

Technical Writer and Product Manager

2020–2021

Trifold

Trifold is a millennial-focused relationship and marriage counselling mobile application built to provide high quality knowledge on relationships and marriage.

Roles and Major Achievements

- Created user stories and personas
- Coordinated and conducted UI/UX testing on the mobile application
- Coordinated the beta testing of the mobile application, gathered and analysed feedback from independent testers and provided the development team with direction

- Developed all the brand's digital content assets across web, social and marketing.
- Managed the startup's launch strategy and launch event on Facebook Live event with an organic reach of 4.6k, 38 social shares and 1.1k engagements.
- Led the growth of the brand's followership base from 0 to 266 in 12 weeks.
- Managed the content management system on the brand's mobile and web applications.
- Researched, developed, created and published over 140 original articles for the company's mobile and web applications.

Brand & Technical Writer

2018-2021

Qeola

Qeola is a brand management and leading digital agency in sub-saharan Africa managing the digital accounts of multiple clients in multifarious industries across Europe and the United States.

Roles and Major Achievements

- Saddled with the research and development of scheduled content published across the company's digital media channels.
- Researched, developed and created over 50 original articles including thought leadership pieces spanning future technology, business, and productivity as well as ten(10) foundational brand web content for businesses.
- Increased brand followership by 500% in less than three(3) months and brand user engagement by 50% over a one-year review window for one of the brands worked on.
- Created proposals for branding and software development projects.

Creative Content Writer- Blog
Ennovate Lab

2017-2020

Ennovate Lab is a social impact enterprise leveraging technology and innovation in solving Africa's core challenges.

Roles and Major Achievements

- Worked on marketing copies and blog post content to increase brand visibility and improve the chance of success of marketing campaigns.
- Researched, developed, created and distributed marketing copies for products and services that attract the right audience and achieve marketing objectives.

Professional Educational Development

Wordsmart LLC

Professional training in content research, content writing, and storytelling.

Google Digital Skills For Africa

Fundamentals of Digital Marketing

CADMAC Institute

Project Management Certification

Supporting Skill-Sets and Tools

Video editing with Filmora Wondershare

Design with Canva

WordPress Elemento content management system (CMS)

Facebook Business platform system

Google Workspace (Docs, Sheets, Drive, Calendar, Tasks, etc.)

Microsoft Office Suite (Word, Sheets, Outlook)

Editing tool: Grammarly

Proposal Design tools: Canva, Google Slides, Templates (Slideshare, etc.)

Hobbies

Reading, Public Speaking, Writing, Counselling, Hiking, Scrabble game

Community

Zebulun Protocol