

OLAJUMOKE FLORENCE OKUNADE

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PROFESSIONAL SUMMARY

Legal and finance-focused technical content writer and strategist with over four years of experience producing research-driven, SEO-informed content across law, finance, travel, and B2B sectors. Skilled in translating complex subject matter into clear, structured insights that improve online visibility and drive measurable traffic growth. Experienced in performance-focused content planning, WordPress publishing, and audience-targeted messaging. Recognized for analytical depth, attention to detail, and consistent delivery under tight deadlines.

EDUCATION

Obafemi Awolowo University
Bachelor of Laws

Osun State, Nigeria.
December 2024

EXPERIENCE

Content Writing & Research Experience (Legal & Professional Services)

Oyo, Nigeria

Freelance Legal & Business Content Writer

2019 - Present

- Conducted in-depth research on legal, business, finance, and regulatory topics, translating complex information into clear, structured documents.
- Drafted, edited, and proofread long-form written materials, demonstrating strong attention to detail and document accuracy.
- Managed multiple projects concurrently while meeting strict deadlines, strengthening time management and remote collaboration skills.
- Used content management systems and digital tools to organize, submit, and maintain documentation efficiently.

African Freelancers

Remote

Freelance Content Writer

December 2024 - January 2026

- Contributed to growth of website to 7,400+ active users, strengthening AfricanFreelancers' position as a leading freelance resource platform.
- Supported generation of 39,000+ tracked engagement events, improving user interaction across community-focused pages.
- Increased multi-channel traffic acquisition, including: 4,800+ direct users and 1,700+ Google organic users
- Referral traffic from platforms including ChatGPT and Bing.
- Contributed to content strategy that reinforced the platform's reputation as a trusted hub for freelance insights and thought leadership in Africa.

Zippa Marketing

Remote

Travel Media Specialist

December 2024- February 2025

- Editing and scheduling posts from travel agents, travel bloggers and tour operators into the CMS (WordPress)
- Keyword research and content writing on Adventure tourism, tourism marketing and sustainable travel marketing
- Ensuring that suppliers show up after they have been matched with an influencer
- Sending correspondence like contracts, emails to vetted tour operators
- Fostering sales through relationship-building
- Interviews (tourist and company) and comparisons particularly based on negative reviews from a visitor using mediums like tripadvisor, Quora, Qwoted or booking.com

Wow Travel

Remote

Content Writer

December 2022 - November 2024

- Successfully wrote and published over 5 high-quality, SEO-optimized articles per month, each exceeding 2,500 words, focusing on hotel reviews and travel gear.
- Conducted in-depth research using credible sources such as Booking and Amazon to craft detailed and informative product and hotel reviews.
- Delivered engaging, plagiarism-free content consistently, adhering to strict deadlines and quality standards.
- Demonstrated versatility by completing assignments across multiple topics, including travel, home gear, fashion, beauty, and parenting.
- Efficiently managed article submissions through WordPress, ensuring proper formatting and timely publishing.

VOLUNTEER EXPERIENCE

Caring Hearts Initiative

Content Strategist (Volunteer)

January 2024 - July 2025

- Led content strategy development for the NGO's blog and social media platforms to improve audience engagement and visibility.
- Developed structured content calendars aligned with campaign goals, community impact initiatives, and awareness drives.
- Conducted audience research to tailor messaging to target beneficiaries, donors, and stakeholders.
- Optimized blog content for search visibility and improved content discoverability.
- Collaborated with team members to align content with fundraising and outreach objectives.
- Tracked content performance metrics to refine messaging and improve engagement outcomes.

Law Students Society

Member, Editorial Sub-Committee, 2022/2023 Freshers Orientation Committee

- Drafted fresh content for a yearly printed magazine
- Edited and repurposed old content to fit the current needs of readers.

PROFESSIONAL CERTIFICATES

- **Associate** - *Institute of Chartered Mediators and Conciliators*
- **Content Marketing Certification** - *eMarketing Institute*
- **Technical Writing Certification Course** - *aptLearn*

November 2024

August 2021

July 2022