

OLAJUMOKE FLORENCE OKUNADE

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PROFESSIONAL SUMMARY

An experienced content writer with over four years of expertise in creating high-quality, SEO-optimized articles across diverse industries. Proficient in conducting thorough research, crafting engaging content, and managing WordPress submissions, I specialize in enhancing online visibility through well-crafted, plagiarism-free articles. My work spans travel, legal, B2B, and B2C sectors, consistently delivering content that drives traffic and meets client goals while adhering to strict deadlines and quality standards. I am also currently pivoting into Content Marketing and Strategy.

EDUCATION

Obafemi Awolowo University
Bachelor of Laws

Osun State, Nigeria.
December 2024

EXPERIENCE

Wow Travel

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.

Joules Creative

Content Writer

February 2022 - April 2022

- Published blog content about sales and marketing that attracted 80% more monthly visitors.
- Optimized blog content with up-to-date SEO guidelines and increased traffic by 5%
- Provided blog posts including SEO keywords and tags to help customers' webpages be found by major search engines

Primus Media City

Content Writer

July 2020 - January 2021

- Produced content for Directory One website in order to have updated and fresh new websites.
- Balanced creative, well-written content, headlines, page titles, etc., with search engine optimized (SEO) text to ensure effectiveness of online marketing strategies
- Led social media marketing efforts to increase brand awareness and consumer engagement.

VOLUNTEER EXPERIENCE

Caring Hearts Initiative

Content Strategist (Volunteer)

January 2024 - Present

- Helped with content strategy for the NGO's blog and social media platforms.

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 current needs of readers.

PROFESSIONAL CERTIFICATES

- **Associate - Institute of Chartered Mediators and Conciliators** November 2024
- **Content Marketing Certification - eMarketing Institute** August 2021
- **Technical Writing Certification Course - aptLearn** July 2022

ADDITIONAL INFORMATION

- **Technical Skills** - WordPress, Wix, Slack, Trello, YoastSEO, RankMath, AllInOne SEO, On-Page SEO, Keyword Research, Content Strategy and Planning
- **Organisational Skills** - Time Management, Research, Team Work, Planning and Coordination