

Ayomide Arowobusoye

Lagos, Nigeria
07016590021
07019754294



Enthusiastic and detail-oriented 24-year-old lady with great command of English language and writing skill that is above par. Proven record of efficiently interpreting, analyzing, and conveying information in a clear, concise, and conversational manner. Collaborative team member seeking a new opportunity to sharpen and fully harness skills.

JOB EXPERIENCE

[The News Beam](#), Lagos — **NEWS REPORTER (INTERN)**

October 2020 - February 2021, November 2021 – February 2022

- Created engaging and attention-grabbing stories with a thorough understanding of public opinion, social media, and traditional media usage.
- Increased the social media following by 78% thereby increasing profile visits, impressions, mentions and ultimately yielding a drastic increase in news website's traction.
- Utilised listicles and explainers to simplify complex topics so they become easier to understand, relatable, and more interesting.
- Conducted extensive research to back up stories with clear, concise, and compelling writing.
- Interviewed sources and leads to gather information for stories.
- Developed stories independently, covering a range of topics and beats.
- Wrote stories with knowledge of the standards and ethics of journalism in Nigeria, as well as worldwide ethics and standards.

[ENews Nigeria](#) — **FREELANCE CONTENT WRITER**

August 2020 - March 2022

- Used writing skills to create top-quality website content.
- Introduced trendy ways of crafting stories including ENews Round-Up, ENewsOddNews, ENewsRecipe, EMotivator and many more.
- Ensured that content is consistent with the house style.
- Proofread work to check for spelling and punctuation.
- Ensured the SEO ranking for stories are great.

Insight Publicis — **CREATIVE INTERN (COPY)**

- Aligned copy strategy for brands including Amazon Prime, FCMB, Scanfrost and Axa Mansard, across marketing channels.
- Collaborated with art directors to write and produce digital ads
- Wrote advertising copy for print ads and emails.
- Developed copy for client social media pages and blogs.
- Wrote scripts for radio and television commercials.
- Wrote scripts for shows and documentaries including Prime's Last On Laughing.
- Collaborated with team members to concept stories and big ideas for product launches and events.
- Worked with team members on developing long-term brand and content strategy.
- Ensured all timelines were met throughout the content production, editing, and delivery process.

EDUCATION

University of Lagos, Nigeria — *B.Sc Political Science*

September 2016 - September 2021

Nigerian Institute of Journalism, Nigeria — *OND*

Mass-Communication

2015 - 2017 (Upper Credit)

SKILLS

Writing and reporting skills

Interview and fact-finding skills

Working knowledge of WordPress for writing and adobe audition for audio editing

Basic knowledge of graphics design and video editing

Knowledge of MS Office Suite

Knowledge of Google workspace

Social Media marketing certified by Hubspot academy

Familiarity with AP Style of writing

Writing Portfolio [HERE](#)

CERTIFICATION

- ❖ **Broadcast Radio Masterclass** - Radio presentation and production
- ❖ **Reuters** - Digital Journalism