

Shadé Owomoyela

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PERSONAL PROFILE

'Writer and 1st class English graduate seeking an editorial role in lifestyle publishing.'

As an ambitious, organised, and enthusiastic team player, my experience in cross-industry print and digital marketing and editorial has instilled a commercially-driven, customer-first mindset in my professional character. View my portfolio at <https://shadeowomoyela.journoportfolio.com/>.

PROFESSIONAL EXPERIENCE

Content Management Intern & Copyeditor | [Appear Here](#) | Apr 2022 - Present

- Manage the weekly editorial and social content schedule
- Craft persuasive, property-focused copy for landing pages to maintain a conversion rate above 2%
- Track website performance via Google Analytics and update sitelink copy for SEO
- Write and edit short and long-form website, blog, email and paid social copy

Digital Marketer & Features Writer | [Aila Magazine](#) | Apr 2021 - Present

- Manage Aila's Pinterest presence - increased engagement by 1026% in the first month
- Pitch and write weekly blog features to inspire and empower women
- Consult Google Keyword Planner to update blog post SEO and ensure evergreen digital content

Marketing Assistant | [Headline Publishing Group](#) | Aug 2020 - Nov 2021

- Wrote, edited and scheduled Headline's social media, newsletter, blog and website content
- Collaborated with Editorial to produce spotless proofs
- Briefed photoshoots, videos and copy for book promotions
- Proofread all PR and marketing material
- Supported the Digital Marketing Manager across social campaign implementation and website metadata
- Managed the digital marketing of Fortnite Official Books & Stationery with an ACOS below 15%

Editorial Intern | [Mills & Boon](#) | [Harper Collins](#) | Sep 2018

- Organised and co-hosted the Annual Author Party for 100+ authors
- Updated the Mills & Boon website with blog posts and competition promotions
- Proofread and reviewed submissions and manuscripts
- Conducted picture research for key title photoshoots

Audio & Audiences Intern | [Penguin Random House](#) | Jul - Aug 2018

- Organised and co-hosted Penguin Pride Manchester
- Analysed and presented competitor research in department meetings
- Researched and presented an event proposal for a Penguin Festival

EDUCATION

**University of Birmingham | Birmingham |
B15 2TT | Sep 2017 - Jul 2020**

1st Class Honours in BA English Language and Linguistics

**Queensmead School | Ruislip | HA4 0LS |
Sep 2015 - Jul 2017**

A grade A levels in English Language; Government and Politics; Sociology

OTHER INTERESTS

As a keen foodie, testing the latest and greatest grub is how I spend most of my spare time. If M&S have revealed a new delicacy or a new bakery has launched in my local area, you can bet I've tried it. My all time favourite neighbourhood is Notting Hill - try Eggbreak for an indulgent weekend brunch! I am also an avid reader of escapist novels and it is never long before the latest fiction bestsellers find their way into my bag or onto my bedside table. Alice Oseman's *Heartstopper* series is my most recent escape.