

# OLUWATOBI AYINDE

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## PROFESSIONAL SUMMARY

Results-driven Communications professional, Digital Media strategist with over 5 years of expertise in strategic brand storytelling, multi-platform content creation, and public relations. Proven ability to craft compelling narratives, manage brand perception, and engage diverse audiences through targeted communication strategies. Adept at media production, stakeholder engagement, and cross-functional collaboration to amplify brand voice and drive organizational objectives. Combines journalistic rigor with creative flair to deliver impactful messaging across digital, broadcast, and corporate channels.

## CORE COMPETENCIES/DIGITAL SKILLS

### 1. Strategic Brand & PR Leadership

Media Relations & Press Engagement  
Crisis & Reputation Management  
Press Release Drafting & Media Pitching

### 2. Media & Reputation Management

Strategic Brand Communication  
Corporate Storytelling & Narrative Development  
Public Relations Campaign Planning

### 3. Audience-Centric Content Strategy

Multi-Platform Content Strategy (Social, Broadcast)  
SEO & Data-Driven Content Optimization  
Audience-Centric Messaging

### 4. Stakeholder & Execution Excellence

Stakeholder & Influencer Partnerships  
Executive & Internal Communications  
Project & Campaign Coordination

## DIGITAL SKILLS

Canva · Google Suite · Trello · Hootsuite · Adobe Audition · OBS Studio · WordPress

## EXPERIENCE

### Content Producer

February 2024– Present

News Central TV, Lagos

*Drove brand influence by producing 300+ content segments featuring expert interviews and strategic storytelling.*

- Produced 300+ cross-platform segments (TV/digital/radio) covering live events, delivering 100% on-time in-depth reports, interviews, and feature stories for daily broadcasts.
- Collaborated with cross-functional teams to align production, social content, and brand communication for consistent messaging.
- Boosted audience engagement by 35% through compelling sports narratives, including a mini documentary on Nigerian female footballers (*Menstrual Cramps: Playing Through Pain*), amplifying underrepresented voices.
- Secured 50+ exclusive interviews with athletes, coaches, and sports personalities, enhancing brand credibility and stakeholder relationships (teams, leagues, PR agencies).
- Collaborated with 15+ production teams (camera operators, editors) to ensure broadcast-standard quality, achieving 98% positive feedback on content professionalism.

**Content Writer & Digital Media Strategist (Contract)**

Digital Network Africa

*Storyteller and SEO strategist who turns insights into action and increasing visibility by 60% and engagement by 40% for startups and enterprises.*

- Researched high-performing African startups and spotlighted their growth stories through compelling editorial features and named interviews under the Founders Feature series.
- Conducted in-depth interviews with startup founders across the continent, uncovering key insights into their entrepreneurial journeys and the success behind their companies.
- Wrote and published long-form articles, thought leadership pieces, and startup profiles, amplifying the visibility of emerging African tech and innovation ecosystems.
- Managed and grew the Digital Network Africa LinkedIn page from 13,000 to 15,807 followers, increasing impressions to 45,810 through strategic content planning and founder-driven storytelling.
- Developed a cohesive editorial calendar and content strategy that increased average post engagement and built a loyal professional following around African startup culture.

**Content Writer / Content Creator (Contract)**

September 2023 – Present

- Researched and crafted a high-performing article on football streaming for Soca Pro, leading to a successful client onboarding on Upwork.
- Produced 50+ SEO-optimized blog posts, product descriptions, and newsletters for clients across industries, increasing organic traffic by up to 40% for some brands.
- Designed content strategies for 5+ startups, improving their online visibility and engagement by 25%+ through targeted messaging and branding.
- Created newsletters, blogs, and product copy that boosted brand awareness and lead generation.
- Helped startups refine content positioning for better audience targeting and brand recall.

**Feature Writer/ Digital Creator**

August 2023 – May 2025

Culture Custodian (Full Time)

*Championing African culture stories and sports stories profiling athletes, dissecting politics, and investigating grassroots development to fuel Culture Custodian's rise as the continent's definitive sports storytelling powerhouse.*

- Increased Culture Custodian's reader engagement by 40% through compelling storytelling about rising African talent.
- Generated 25% more social shares and doubled average reading time for long-form content.
- Drove growth through SEO-optimized content blending sports, culture and current trends.
- Achieved 500,000+ impressions and 10,000+ mentions within first 3 months.
- Increased article shares by 35% through improved multimedia storytelling techniques.
- Secured collaborations with 5 African federations for exclusive coverage rights.

**Radio Sports Journalist**

101.7 YES FM, Ibadan

Feb 2022 – Nov 2023

*Researched, fact-checked, and developed engaging stories, preparing at least three daily for on-air discussion. Conducted interviews with sports personalities and produced a documentary on street football in Ibadan.*

- Researched, fact-checked, and produced 3+ original sports stories daily, reaching an average audience of 50,000+ listeners per broadcast.
- Created 15+ weekly sports segments, contributing to a 20% increase in audience engagement (measured by call-ins and social media interactions).
- Spearheaded a 30-minute documentary on Ibadan Street football, gaining 10,000+ online views and earning a nomination for Best Sports Feature at the National Radio Awards.
- Secured and interviewed 50+ athletes and coaches, amplifying local talent and increasing station visibility by 15% in sports programming ratings.
- Presented 200+ live sports updates with 98% factual accuracy, maintaining listener trust and boosting time spent listening by 12%.

### **Radio Sports Journalist**

**Mar 2021 – Jan 2022**

Splash FM, Abeokuta

*Delivered compelling live sports reporting at Splash FM Abeokuta, crafting fact-checked storylines, highlighting local infrastructure issues, and consistently presenting three researched stories per day.*

- Produced and anchored 5+ live sports broadcasts weekly, delivering timely updates and human-interest stories that increased audience engagement by 25%.
- Investigated and exposed grassroots sports issues, including an award-nominated report on deteriorating basketball facilities that spurred local government commitments to renovate 3 public courts.
- Researched and scripted 3+ daily sports stories with 98% factual accuracy, contributing to a 15% rise in listenership and earning recognition for "Best Sports Coverage" (2023).
- Boosted audience retention by 12% by crafting data-driven sports narratives and conducting 30+ interviews with local athletes to highlight untold stories.
- Curated and fact-checked 10+ trending topics weekly, driving 35% more listener participation in on-air debates and establishing the show as a trusted sports source

### EDUCATION & CERTIFICATIONS

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- 2022 – **Digital and Media Creation in Sports** - Nigeria Info Lagos, Victoria Island, Lagos
  - 2022 – **Training in Media and Communication** - Yes Media Academy, Ibadan, Nigeria
  - 2020 – **Basic Training in Media and Communication** - Primus Media Academy, Ibadan, Nigeria
  - 2019 – **Bachelor of Science in Microbiology** – Olabisi Onabanjo University, Ago Iwoye, Nigeria

### RECOGNITION

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#### **Shortlisted – AIPS International Sports Press Association (2023)**

Recognized in the Video Documentary category for *"Pitch of Dreams"*, a powerful story chronicling the journey of young footballers in Ibadan and the transformative role of sports in their lives.

[https://www.youtube.com/watch?v=sG\\_tziKM4nl](https://www.youtube.com/watch?v=sG_tziKM4nl)