

**LUQMAN LAWAL**  
**KEMTA HOUSING ESTATE, IDI-ABA,**  
**ABEOKUTA, OGUN STATE.**

**Tel: +2348073633260, +2348139601611**

**Email: [mi\\_luqman@hotmail.com](mailto:mi_luqman@hotmail.com), [llucmahn@gmail.com](mailto:llucmahn@gmail.com)**

**BIO-DATA:**

Sex: - Male  
Nationality: - Nigerian

**PERSONAL PROFILE:**

I am a certified content writer proficient in SEO, and adept at content marketing, guest blogging, YouTube scriptwriting, and proofreading. I have a positive outlook, determination, and a goal-oriented mindset. I value humility and strive to be a valuable, self-reliant contributor in the workplace. Even under challenging circumstances or with minimal supervision, I am driven to excel and make a positive impact in my environment to achieve defined goals.

**CAREER OBJECTIVES:**

Motivated by my potential to work, I thrive in an environment that cultivates creativity, fosters imaginative thinking, and encourages the generation of unique ideals. My ideal career setting allows for independent decision-making and innovative thinking.

Being a certified content writer and content marketer, my passion lies in crafting content that enhances awareness, exposure, and engagement with a specific target audience. I focus on readability, clarity, and accuracy at work. I am driven by my desire to contribute to the company's objectives aiming to impact people's lives through my proficient content writing and marketing skills.

Moreover, I perceive content writing and marketing as effective problem-solving tools. I am committed to creating articles and blog posts that address challenges and captivate readers, attracting, engaging, and delighting customers and target audiences. My goal is to generate leads for the company and drive traffic through strategic and impactful content.

**EDUCATIONAL HISTORY:**

- Fadh-Il-Omar Islamic Nursery & Primary School, Owode-Yewa

First School Leaving Certificate

1997-2004

- Ad-din International College, Ibadan  
Senior Secondary School Certificate 2004-2010
- Crescent University Abeokuta  
B.Sc (Hons.) Microbiology 2012-2016  
Second Class Upper Division

### **WORK EXPERIENCE:**

- Industrial Training at National Agency for Food & Drug Administration and Control (NAFDAC), Oshodi, Lagos State.  
July – December 2015
- Sales Manager at Taskade Modern Pharmacy  
October 2016 – May 2022
- Affiliate Marketer for Konga Group  
June 2022 Till Date
- Freelance Writer at The Establishment Media  
May - November 2022

### **LANGUAGES SPOKEN:**

English and Yoruba

### **SKILLS**

- Practical communication skills with the ability to work with a team and contribute to the company's defined goals
- Good writing skills with the help of the Grammarly tool, ProWritingAid, and the like
- Effective use of SEO tools such as AnswerThePublic, SE Ranking, and the like
- Effective use of CoSchedule for checking the appropriate use of headlines
- Ability to attract, engage, and delight customers
- Ability to create high-quality content that will generate traffic
- Effective remote workability
- The ability and effectiveness of writing audience-targeted content
- Ability to think outside the box and come up with something unique

- Leadership skill that gives room for advice and interaction from members and co-team for the group, society and the world at large

## **CERTIFICATIONS**

- The Fundamentals of Digital Marketing  
Certified By Google  
April 2022
- Become a Freelance Content Writer  
Certified by Udemy  
September 2022
- Certification in SEO  
Certified by Hubspot Academy  
October 2023
- Certification in Content Marketing  
Certified by Hubspot Academy  
October 2023
- Certification in Hubspot CMS For Marketers  
Certified by Hubspot Academy  
October 2023

## **POSITIONS HELD:**

- President, Crescent University Microbiology Students Association (CUMSA), Crescent University Abeokuta.  
October 2015 – July 2016.
- President, Abraka Community Development Service (CDS), Abraka, Delta State.  
April – October 2017.

## **HOBBIES & INTERESTS:**

- Reading Motivational and Inspirational books
- Learning new things
- Meeting and interacting with people.

- Creativity and Innovation
- Writing
- Guest-blogging
- Proofreading
- Creating high-quality content