

LUQMAN LAWAL

CONTACT

- +2348073633260,
+2348139601611
- Kemta Housing Estate, Idi-
Aba, Abeokuta, Ogun State,
Nigeria.
- mi_luqman@hotmail.com,
llucmahn@gmail.com
- <https://www.luqmanlawalwrites.net/>
- <http://linkedin.com/in/luqman-lawal-016358235>

EDUCATION

CRESCENT UNIVERSITY ABEOKUTA

Bachelor of Science in Microbiology
2012-2016

CRESCENT UNIVERSITY ABEOKUTA

Master of Science (In View) in
Medical Microbiology and Public
Health
2022 - Till Present

SKILLS

- Knowledge of SEO and its tools
- Keyword Research and Analysis
- Effective use of Canva for designing
- Digital Advertising Experience
- Digital Marketing Experience
- Paid Ads Marketing Experience
- Ability to use Google Ads Manager/GA
- Effective use of Meta Business Suite to post and monitor ad insights on Facebook and Instagram
- Ability to track ads (using URLs, pixel) for Remarketing/Retargeting Strategies
- Knowledge of CMS tools such as WordPress and Hubspot

CERTIFICATIONS

- The Fundamentals of Digital Marketing
Certified by Google
- Become a Freelance Content Writer
Certified By Udemy
- Certification in SEO
Certified by Hubspot Academy
- Certification in Content Marketing
Certified by Hubspot Academy
- Certification in Hubspot CMS For Marketers
Certified by Hubspot Academy
- Certification in Social Media Marketing
Certified by Hubspot Academy
- Certification in Digital Advertising
Certified by Hubspot Academy

ABOUT ME

I am a dedicated, positive-minded, and passionate content writer, SEO Specialist, Social Media Marketing Specialist, and Paid Ads Specialist with experience in content writing and creation, social media marketing, paid ads, and digital advertising, driven by passion and precision. Specialising in SEO, ads creation/campaign, and meticulous proofreading, I bring an unwavering commitment to excellence and a positive outlook to every project.

As a self-reliant, creative, and adaptable professional, I thrive in dynamic environments, transforming challenges into opportunities for growth—my humility and dedication to continuous learning fuel my commitment to delivering exceptional work that exceeds expectations and meets standards.

WORK EXPERIENCE

FREELANCE SEO WRITER

The Establishment Media (2022 - 2023)

- Ability to produce original and high-quality content, including blog posts, articles, and press releases to drive brand's visibility and engagement.
- Ability to maintain and evolve brand's voice, ensuring consistency across all written materials.
- Contributions to platform branding and marketing activities, devising and creating content aligned with business objectives.
- Effective keyword expansion and ensuring a smooth integration of new keywords.
- Collaboration with cross-functional teams to align content strategy with marketing and business objectives.
- Ability to conduct market research to stay informed about industry trends, competitor content, and emerging technologies.

AI TRAINER

Pareto AI (2023 - 2024)

- Ability to train AI to determine prompts.
- Ability to train AI for critical thinking and reasoning.
- Effective training of AI to provide the best results for individual.

SOCIAL MEDIA MANAGER/PAID ADS

SPECIALIST

Oreofeoluwa Foods (2024 - Till Present)

- Effective creation and designing of ads (both organic and paid) on Google, Instagram, Facebook, and other social media platforms to attract audience attention and engagement.
- Ability to conduct A/B testing to determine which ad post the target audiences engage well with.
- Proper/effective use of relevant and accurate captions/hashtags.
- Ability to develop, plan, and implement best marketing campaign strategies for each social media platform.
- Ability to create campaign leads to reach a large audience.
- Ability to conduct keyword research (using relevant Keyword tools) to identify relevant keywords (such as brand keywords).
- Effective use of insights to monitor, track, report and analyse posts for best campaign performance and practice.
- Allocation of advertising budgets to achieve maximum results.