

LUQMAN LAWAL

AI Trainer, SEO Content Writer, Digital & Social Media Marketing Specialist

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EDUCATION

CRESCENT UNIVERSITY ABEOKUTA

Bachelor of Science in Microbiology
2012 - 2016
Graduated with a Second Class Upper Division

CRESCENT UNIVERSITY ABEOKUTA

Master of Science in Medical Microbiology
and Public Health
2022 - 2024

SKILLS

- SEO Strategy and Optimization
- Keyword Research and Analysis
- Content Marketing Strategies
- Content Creation and Writing
- Copywriting
- Digital Advertising and Marketing
- Proofreading and Editing
- Link Building (both internal and external)
- Data Annotation and Labeling
- Knowledge of SEO Tools (like SEMrush, Ahrefs, Backlinks, and more)
- Critical Thinking and Data Analysis
- Engaging Storytelling
- Project Management and Collaboration (e.g Asana, Trello)
- Writing Compelling Meta Descriptions
- Proficiency in CMS platforms (e.g WordPress, HubSpot)
- Graphic Design Tools (e.g Canva, Adobe Creative Suite)

COURSES

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

PROFESSIONAL SUMMARY

Results-oriented and experienced Content Writer with 4 years of experience in AI training, driving online growth through strategic content creation and social media management. Proficient in data annotation, labeling, SEO strategy, content creation and strategy, copywriting, engaging storytelling, proofreading, keyword research, meta descriptions, link building, graphic design, and consistently optimizing and updating content for enhanced visibility, engagement, search engine and website ranking.

Passionate about leveraging digital channels to innovate brand presence and achieve expectational business results.

EMPLOYMENT HISTORY

FREELANCE SEO CONTENT WRITER/PROOFREADER (REMOTE)

The Establishment Media (2020 - 2023)

- Created SEO content boosting site traffic by 25%, enhancing brand visibility and voice.
- Aligned content with marketing goals for cohesive messaging and improved online presence.
- Conducted keyword research to implement data-driven SEO strategies for better search rankings.
- Collaborated with teams to ensure cohesive brand messaging across platforms, enhancing content quality.
- Executed targeted content strategies to improve online presence, reinforcing brand identity.
- Implemented data-driven SEO strategies, measurably boosting site traffic and reinforcing company's market position.
- Meticulously proofread and optimized content, ensuring high-quality, error-free material that aligns with SEO best practices and brand guidelines.

COPYWRITER, DIGITAL & AFFILIATE MARKETING

SPECIALIST

Konga E-commerce Group (2022 - 2024)

- Boosted sales by 30% through effective sales copywriting, targeted digital campaigns and strategic product links.
- Led affiliate strategies, significantly increasing traffic and conversion rates.
- Executed SEO campaigns, enhancing online visibility and competitive market positioning.
- Created persuasive copy for each product, landing pages, emails, engaging and catchy product headlines, and maintaining consistency across all copy.
- Conducted market research, translating insights into actionable marketing strategies.

SOCIAL MEDIA MANAGER/ADS SPECIALIST

Oreofeoluwa Foods (2022 - 2024)

- Scheduled and managed social media content to enhance engagement rates and clicks, aligning with company's goals in driving sales and brand awareness.
- Developed ad campaigns adhering to brand guidelines for consistent messaging.
- Collaborated with marketing to integrate social media with broader objectives.
- Developed omnichannel marketing by tailoring content to each platform.
- Optimized ad performance using analytics, leading to improved ROI.
- Crafted visually compelling designs, ensuring brand consistency and professionalism across all social media channels for Oreofeoluwa Foods.
- Analyzed social media metrics to refine strategies, and more.
- Built and managed the company's online communities for effective content delivery, communication, and User-Generated Content (UGC).

AI Trainer and Labeler

Pareto AI (2024 - Present)

- Categorizing different images and bounding boxes.
- Assessing outputs based on predefined criteria and alignment with project guidelines.
- Delivering high-quality evaluations and leading to expectational results.
- Creating relationships between data points.

SOCIAL MEDIA MARKETING SPECIALIST

Project Human City (2024 - Present)

- Designs and executes campaigns, boosting brand visibility and engagement.
- Manages social media schedules, ensuring timely and effective content delivery.
- Enhances editorial calendar for consistent social media presence and growth.
- Optimizes content timing, achieving notable increases in followers and interactions.