

LUQMAN LAWAL

Freelance SEO Content Writer, Proofreader, 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 View) in Medical
Microbiology and Public Health
2022 - Till Present

SKILLS

- SEO Strategy and Optimization
- Keyword Research and Analysis
- Content Marketing Strategies
- Content Creation and Writing
- Copywriting
- Digital Advertising and Marketing
- Proofreading and Editing
- Google Ads, GA, and Meta Business Suite
- Social Media Strategy (e.g Facebook, Instagram, X, LinkedIn, etc)
- Social Media Management Tools (like Hootsuite, Buffer)
- Retargeting/Remarketing Strategies
- Project Management and Collaboration (e.g Asana, Trello)
- Website Tracking and Analysis
- 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

Freelance SEO Content Writer, Proofreader, Copywriter, Digital & Social Media Marketing Specialist with 4 years of experience in driving online growth through strategic content creation and social media management. Proficient in SEO strategy, content creation, copywriting, keyword research, and digital advertising, consistently optimizing campaigns for enhanced visibility and engagement.

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.
- Spearheaded SEO campaigns that markedly enhanced Konga's online visibility, solidifying its position in the competitive e-commerce landscape.
- Collaborated on marketing plans, achieving measurable improvements in campaign results.

SOCIAL MEDIA MANAGER/ADS SPECIALIST

Oreofeoluwa Foods (2022 - 2024)

- Managed social media content to enhance engagement and align with company goals.
- Boosted audience growth by refining strategies based on data analysis.
- Developed ad campaigns adhering to brand guidelines for consistent messaging.
- Collaborated with marketing to integrate social media with broader objectives.
- 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, resulting in substantial audience growth and improved engagement rates for Oreofeoluwa Foods.

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.