

AYOOLUWA UTHMAN

CONTENT SPECIALIST AND DIGITAL COMMUNICATIONS PROFESSIONAL

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CAREER SUMMARY

Multidisciplinary content specialist with 5 years' experience in digital communications, content strategy, and e-commerce operations. Skilled in creating high-converting content, managing digital platforms, and driving revenue via storytelling and tactical campaigns. Known for blending creative flair with analytical rigor to craft brand narratives that resonate. Geophysics graduate from the University of Lagos with a mind for structure and a passion for expression.

EDUCATION AND CERTIFICATION

Bachelor's degree | Geophysics, University of Lagos 2018

TECHNICAL SKILLS

Content creation & strategy | E-commerce management | Analytics and Optimization | SEO and web platforms | Microsoft Office | Google Suite

WORK EXPERIENCE

Digital Communications Manager | African Technopreneurs 2023- Present

- R100K in sales (Nov 2024): Cleared refurbished Meta Quest 2 stock via targeted flash sale emails and website promos
- R50K in sales (Q1 2025): Liquidated aged inventory on Takealot and other 3rd-party marketplaces. Include key words from the job description in your resume.
- R40K revenue (Dec 2024): Drove Meta Quest 3S holiday campaign using urgency-drive email funnels
- SEO Traffic win: Authored Ray-Ban Meta Smart glasses guide, which ranked in site's topmost-viewed pages (3 months running)
- Black Friday 2024 (R80K+): Led our best campaign in 2 years via landing page refresh. WhatsApp Engagement, and high-velocity email series.
- Marketplace Optimization: Boosted average product quality score on Takealot marketplace from 2/5 to 4/5 by rewriting product copy with a focus on clarity, benefits and SEO

Content Manager | Crazy Widom Podcast 2020- 2021

- Researched and produced 24 long-form podcast summaries for an audience of 3000+ monthly listeners.
- Spearheaded the use of audiogram clips as a more efficient way of sharing podcast snippets on social media leading to a 100% boost in podcast snippet shares across platforms.

Content Writer (Freelance) | JDI Freelancers Jul - Aug 2020

- Wrote 20+ content pieces (blogs, e-book chapters, editorial articles)
- Preserved a 100% client satisfaction with minimal revisions

Freelance Editor | Cactus Communications

Jul - Dec 2019

- Edited 7 academic papers (mostly in physical sciences) for non-native English authors.
- Maintained 80% acceptance rate.
- Delivered all assignments on time with high technical accuracy

Writer | Today's Woman Magazine

2017- 2019

- Wrote 25+ editorial features, profiles and listicles
- Strategically migrated top-performing content from print to the online edition, driving a 15% surge in online audience engagement and expanding digital reach.

PROJECTS & PORTFOLIO

- Ray-Ban Meta SEO Article: Authored guide that held Top 5 spot on site for 3+ months; boosted organic traffic and product education. [Read it here.](#)
- Black Friday Campaign: Managed end-to-end Black November strategy, resulting in over R80K+ sales in 4 days. [Read the case study](#)
- Portfolio: ayooluwau.com

REFEREES

- **Daliso Ngoma**
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- **Stewart Alsop III**
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