

AYOOLUWA UTHMAN

AI-Driven Marketing Systems | Prompt Engineering (Copy & Content) | Content Strategy

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CAREER SUMMARY

Content specialist with 5 years' experience building and shipping marketing content across blog, email, social, and web—with a strong bias for systems. I translate business goals into repeatable content workflows, using AI tools to speed up research, drafting, repurposing, and quality checks without sacrificing voice or clarity. Comfortable owning the full loop: insight → brief → prompt/workflow → publish → measure → iterate.

CORE SKILLS

- Prompt engineering for marketing copy (brief → draft → refinement → QA)
- AI-assisted content workflows (repurposing, outlines, variants, checklists)
- Copywriting across formats: blog posts, newsletters, landing pages, social copy
- SEO content writing (search intent, on-page structure, internal linking approach)
- Campaign execution & optimization (email, landing pages, promos, messaging)
- Content operations (Shopify CMS, product catalog, marketplace listings)
- Basic web implementation for marketing pages (HTML, CSS, Liquid)

TOOLS

ChatGPT • Shopify • HTML/CSS/Liquid • Codex • Canva • Microsoft Office • Google Workspace • Google Analytics

WORK EXPERIENCE

Digital Communications Manager | Freelance Marketing Associate — African Technopreneurs/180by2 (South Africa) (2023 – 2025) | (2025 – 2026)

- Built and shipped cross-channel campaigns (web, email, messaging) that combined story-led content with conversion-focused execution.
- Generated ZAR100K in sales (Nov 2024) by clearing refurbished Meta Quest 2 stock via targeted flash-sale emails and website promos.
- Generated ZAR40K revenue (Dec 2024) via a holiday campaign for Meta Quest 3S using urgency-led email funnels and landing page updates.
- Authored an SEO-focused Ray-Ban Meta Smart Glasses guide that became one of the site's most-viewed pages for 3 months running (Top-5 page per portfolio note).
- Owned 180by2's 2025 blog publishing: wrote and published 30+ long-form posts (buyer's guides, comparisons, reviews, price guides) across smart glasses, VR headsets, and 360/action cameras.
- Systematized content production using AI-assisted workflows: created repeatable prompt templates for outlines, drafts, variants, and quality checks to increase output consistency and speed.
- Led Black Friday 2024 performance (ZAR80K+ sales in 4 days) through landing page refresh, WhatsApp engagement, and a high-velocity email series.
- Built and customized Shopify landing pages, countdown timers, and product sections using HTML/CSS/Liquid to support campaign conversion goals.
- Optimized product listings on Takealot; improved product quality scores from 2/5 to 4/5 via structured listing enhancements and clearer copy.
- Generated ZAR50K in sales (Q1 2025) by liquidating aged inventory via Takealot and other third-party marketplaces.

Content Manager | Crazy Wisdom Podcast

2020 – 2021

- Researched and produced 24 long-form podcast summaries for an audience of 3,000+ monthly listeners.
- Introduced audiogram clips as a repeatable distribution format, driving a 100% boost in podcast snippet shares across social platforms.

Content Writer (Freelance) | JDI Freelancers

Jul 2020 – Aug 2020

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

Freelance Editor | Cactus Communications

Jul 2019 – Dec 2019

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

Writer | Today's Woman Magazine

2017 – 2019

- Wrote 25+ editorial features, profiles and listicles.
- Migrated top-performing print content to the online edition, driving a 15% increase in online audience engagement.

EDUCATION

B.Sc. Geophysics — University of Lagos (2018)

PROJECTS & PORTFOLIO

- Ray-Ban Meta SEO Article: Authored guide that held a Top-5 spot on-site for 3+ months; boosted organic discovery and product education. (Link in portfolio site.)
- Black Friday Campaign Case Study: ZAR80K+ in 4 days via landing page refresh + WhatsApp engagement + high-velocity email series. (Link in portfolio site.)
- Portfolio: www.ayooluwau.com

AI PROMPTS & WORKFLOWS (SAMPLES)

Examples of AI-assisted marketing workflows I've built and used (copywriting/content focus):

- **Weekly AI Market Intel Digest (Sunday):** an automated research routine where GPT scans Reddit and the broader web for XR/smart-glasses updates, summarizes what matters, and emails a weekly brief to inform newsletter topics and content planning.
- **Email Campaign Builder:** generates subject line sets, segmentation angles, body copy variants, and a QA checklist (tone, clarity, CTA strength).
- **Product Page Copy System (Shopify-ready):** outputs benefit-led descriptions, feature bullets, spec tables, and meta title/description
- **Shopify Landing Page Build System:** a repeatable workflow for turning a campaign brief into a high-converting page—wireframe → section plan → Liquid/HTML/CSS build → mobile QA → speed checks → iterate based on clicks/CTR/conversion feedback.
- **Context Pack / Project File System (180by2):** maintained a living GPT project file containing market analysis (Deep Research), customer personas, and custom instructions—so prompts inherit full audience + brand context without repeated re-briefing.

- **Internal Custom GPT (now inactive):** built a company GPT on the 180by2 context pack so non-writers could generate on-brand draft social posts and blog outlines quickly, then route for human edit/QA.
- **Transcription → Repurposing pipeline:** turned long-form sources (calls/webinars/voice notes) into cleaned transcripts, then generated blog drafts, newsletter sections, and social variants from the same source asset.
- **Copy QA & Consistency checks:** a reusable prompt checklist that flags unclear claims, missing context, weak CTAs, tone drift, and readability issues before publishing.

REFERENCES

References available upon request.