

AYOOLUWA UTHMAN

Content Marketer | B2B & SaaS-Focused Writer | SEO, Editorial, Lifecycle
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SUMMARY

Writer and content marketer with 5+ years turning complex products into clear, useful content. I own content end-to-end—research, narrative, copy, publish, iterate—across long-form articles, email campaigns, landing pages, and lifecycle messaging. Currently leading 180by2's blog and email program for emerging XR/AI hardware in the South African market: SEO-led education content, conversion-focused launches, and editorial coverage of a fast-moving category. Strong at translating technical or unfamiliar topics into reader-relevant narratives across formats and channels.

SELECTED WRITING

- **Ray-Ban Meta Smart Glasses: A Size & Fit Guide for South African Buyers** — SEO-led explainer for a new product category. Held Top 5 site rank for 3+ months and became one of the site's most-viewed pages. [Read](#)
- **2026 Guide to Buying Smart Glasses in South Africa** — Long-form buyer's guide for a category most readers have never bought. Demonstrates ability to structure unfamiliar product education for a specific market. [Read](#)
- **Black Friday 2024 Campaign Case Study** — End-to-end ownership: landing page rewrite, email series, WhatsApp distribution. ZAR 80K+ sales in 4 days. [Read case study](#)
- **Tosin Okedeyi — The Art of Lifestyle Design** — Long-form profile/essay. Personal byline; demonstrates voice, narrative structure, and ability to turn an interview into a publishable piece. [Read](#)

EXPERIENCE

Digital Communications Manager — African Technopreneurs / 180by2 (South Africa) 2023 – Present

Owning content, email, and on-site marketing for a B2C ecommerce business focused on emerging XR and AI hardware (Meta Quest, Ray-Ban Meta, Insta360) for the South African market.

- Own 180by2's blog program: wrote and published 30+ long-form articles in 2025 — buyer's guides, comparisons, reviews, category explainers, launch coverage — building organic discovery for unfamiliar product categories.
- Authored an SEO-focused Ray-Ban Meta size guide that held Top 5 site rank for 3+ months and became one of the site's most-viewed pages, driving sustained organic traffic in a new category.
- Designed and shipped end-to-end campaigns spanning landing page, email series, and messaging — including Black Friday 2024 (ZAR 80K+ sales in 4 days) and Meta Quest 2/3S holiday pushes (ZAR 100K and ZAR 40K respectively).
- Translate complex product information (specs, use cases, category context) into clear, audience-relevant narratives across email, blog, product pages, and social — adapting tone and structure per channel.
- Maintain editorial standards across all output — voice consistency, factual accuracy, structural clarity — as the sole writer/editor on the team.
- Build and customize Shopify landing pages and campaign assets in HTML/CSS/Liquid; manage product catalog and listing optimization (raised Takealot product quality scores from 2/5 to 4/5).
- Use Shopify analytics and campaign performance data to inform what to repeat, cut, or test next.

Content Manager — Crazy Wisdom Podcast**2020 – 2021**

- Produced 24 long-form podcast summaries (essays distilling 60-90 min interviews into ~1,000-word explainers) for 3,000+ monthly listeners.
- Introduced audiogram clips as a repeatable distribution format, doubling snippet shares across social.

Freelance Writer & Editor — JDI Freelancers, Cactus Communications**2019 – 2020**

- Wrote 20+ blog posts, e-book chapters, and editorial articles across client briefs (JDI). Maintained 100% client satisfaction with minimal revision cycles.
- Edited 7 academic papers (physical sciences) for non-native English authors at Cactus Communications; supported an 80% acceptance rate.

Editorial Writer — Today's Woman Magazine**2017 – 2019**

- Wrote 25+ editorial features, profiles, and listicles for print and digital audiences.
- Adapted top-performing print stories for online publication, contributing to ~15% increase in digital engagement.

SKILLS & TOOLS

Writing & Content: long-form articles, SEO writing, email campaigns & lifecycle, landing page copy, editorial features, product messaging, content strategy, editing

Operations: editorial calendar planning, cross-channel campaign execution, performance review and iteration, working cross-functionally with product/design/leadership

Tools: Shopify (CMS + Liquid), HTML/CSS, Google Analytics, Google Workspace, ChatGPT/Claude (for research, drafting, editing workflows), Canva, Substack

EDUCATION

B.Sc. Geophysics — University of Lagos**2018**