

Hamzat Gbolahan Olamide

Content Strategist/Writer

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Profile

Content professional with strong experience in developing and executing content strategies that drive engagement and achieve business goals. Proven track record in team collaboration and delivering results, with adaptability to meet changing needs. Skilled in content creation, SEO, analytics, and project management. Reliable and focused on delivering high-quality outcomes.

Professional Experience

11/2024 – present

Content Strategist

Bitget

- Authored and edited 50+ SEO-driven articles for Bitcointalks and AltcoinTalks, increasing engagement by 40%.
- Developed social media campaigns aligned with brand voice, growing follower base by 25% in 3 months.
- Led brainstorming sessions for marketing content, resulting in a 15% boost in campaign conversions on the PI network listing.

09/2024 – 02/2025

Content Writer & Blogger

Flvibe

- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.
- Performed keyword research to optimize content for SEO.
- Completed thorough research into assigned topics.
- Published 10+ daily trending articles (entertainment, health, blockchain), increasing page followers to 800K on Facebook.
- Researched and fact-checked content, improving credibility and reducing bounce rate by 20%.

02/2023 – 01/2024

Content Writer/ Editor

Gistme9ja

- Wrote and optimized internal communications, expanding page followers from 100K to 170K.
- Collaborated with SMEs to simplify complex topics, enhancing readability and shares by 35%.
- Completed thorough research into assigned topics.
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.

06/2021 – 06/2023

Web Content Writer

Post Now

- Generated 5M+ content views, contributing to the app becoming #1 on Google Play Store in Africa.
- Earned \$6,000 in total revenue as a writer, attracting a loyal readership of 18,000+ monthly engaged users.
- Assisted in the creation of visually appealing infographics by providing well-researched data points and concise copywriting.
- Built social media presence through the development of shareable blog posts, increasing followers across platforms.

05/2021 – 06/2023

Freelance Writer

Opera News Hub

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.

- Brainstormed ideas to create useful content for clients.
- Followed company policies and editorial guidelines to craft thorough, well-written content.
- Produced viral articles, ranking among the platform’s top 5% of writers.
- Analyzed audience preferences to increase repeat readership by 50%.

11/2022 – 02/2023

Content Writer

Idariji Concept

- Built strong relationships with brands, understanding their needs and delivering content that resonated with their target audiences.
- Closely monitored industry trends and competitor activity, adapting strategies to remain competitive in the digital landscape.
- Led brainstorming sessions with internal stakeholders to generate creative ideas for new content initiatives targeting specific audience segments.
- Assisted in developing a comprehensive social media strategy that supported overall business goals and objectives.

Education

10/2019 – 11/2024

Bachelor of Science in Mathematics

University of Ilorin | Kwara

Skills

SEO Writing	● ● ● ● ●	Blogging	● ● ● ● ●
Copywriting	● ● ● ● ●	Social Media Content	● ● ● ● ●
Google Analytics	● ● ● ● ●	CMS Platforms	● ● ● ● ●
Research & Fact-Checking	● ● ● ● ●	Team Collaboration	● ● ● ● ●
Content Strategy Development	● ● ● ● ●		

Certificates

- Content Marketing Certificate EMarketing Institute
- HubSpot SEO Certification