

MOTUNRAYO OGUNDIPE, Anipr

Content Writer | Editorial Strategist | PR & Campaign Specialist

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[Portfolio](#) | [LinkedIn Profile](#)

Professional Profile

Detail-oriented and award-winning Content Writer and Editorial Strategist with over a decade of experience across journalism, brand communications, and PR campaigns. Currently serving as Team Lead at Teksight Edge, managing a high-performing content team and overseeing delivery for brands such as Infinix, RMB Nigeria, TECNO, LSPR Nigeria, Palmpay, and the Lagos State Government.

Known for strategic storytelling, deadline-driven execution, and brand-aligned content. Promoted twice in two years and awarded Best Team Player for leadership, client collaboration, and content innovation.

Skills

Content & Editorial Skills:

- Content Development
- Press Release Writing
- Social Media Captioning
- KOL Briefs
- News Writing
- News Editing
- Copy Writing
- Influencer Guide Writing
- Blogging
- Copy Editing
- Feature Writing
- Creative Scripting

Core Professional Competencies:

- Communication Skills
- Team Leadership
- Leadership Skills
- Problem Solving
- Planning and Coordination
- Interpersonal Skills
- Flexibility and Persistence
- Research and Analysis
- Time Management
- Client Relations
- Team player
- Nose For News

Tools: Microsoft Office | Google Workspace | Slack | Zoom| Blogger| Canva

Professional Experience

Teksight Edge

Lagos, Nigeria

Team Lead, Content Department

Dec 2024 –July 2025

Deputy Team Lead

Apr 2023 – Nov 2024

Senior Content Writer

Sept 2022 – Mar 2023

- Oversaw the development and execution of high-quality content materials, ensuring brand consistency and engagement.
- Crafted compelling and relevant content/captions for social media, driving audience interaction and brand awareness.

- Ensured timely publishing and deployment of content, consistently meeting strict deadlines and campaign schedules.
- Maintained a high standard of editorial accuracy, ensuring all published content aligned with brand guidelines.
- Acted as the primary point of contact for client content requests and queries, providing prompt and effective responses.
- Achieved a notable number of published materials that enhanced brand visibility and recognition. Maintained a stringent error margin of $\pm 5\%$ for articles and consistently met delivery timelines.
- Implemented an efficient content tracking system to ensure seamless record-keeping of delivered, approved, and published materials.
- Fostered strong relationships with clients and internal teams, improving collaboration and workflow efficiency.
- Led the content team in developing strategic and innovative approaches to boost efficiency and creativity.
- Ensured all projects adhered to timelines and schedules, maintaining high productivity and seamless execution.
- Enhanced operational efficiency through the adoption of improved project management tools and techniques.

Other Experience

News Editor – Nigerianeye.com

2017

- Managed daily publication of content on the website without supervision, maintaining editorial consistency.
- Researched and wrote unbiased, factual news stories, ensuring accuracy and neutrality.
- Published error-free articles, applying strong knowledge of grammar, spelling, and punctuation.
- Monitored and prioritized breaking news and trending stories, increasing blog readership by 60% within one year.
- Oversaw comment approval and eliminated spam to maintain content quality.
- Curated audience responses across web and social media to inform future content strategy.
- Posted engaging content on social platforms to drive traffic and user interaction.
- Contributed to the development and enforcement of the blog's editorial standards.

Public Relations Officer – Job-Link Recruitment Services

2015

- Wrote press releases, speeches, and managed online engagement.

CRK Teacher (NYSC) – Luwasa Junior High School

2013

Public Relations Personnel – Egbin Thermal Power Station

2012

Education & Certifications

M.Sc. Mass Communication

2017

University of Lagos, Lagos State, Nigeria

Redeemer's University, Osun State, Nigeria

Selected Achievements

RMB Think Summit (October 2024)

- Managed end-to-end content for the inaugural RMB Think Summit, including invitation letters, speaker briefs, press releases, event brochure, MC guide, and CEO's opening speech.
- Developed content that shaped the event's tone, narrative, and media positioning, delivering a seamless and well-regarded experience.

Infinix Brand Campaigns – Sept 2022 to April 2025

- Developed content for significant campaigns including HOT 50, HOT 40, Zero Flip, Zero 20, Ultra, and Love Proposal.
- Wrote KOL briefs, celebrity guides, review scripts (e.g., for Alex Iwobi), social captions, and press releases.
- Maintained tone consistency and led storytelling across multiple youth-focused product launches.

Awards and Recognition

Best Team Player – Teksight Edge (2023)

- Awarded for consistently supporting team members, collaborating across departments, maintaining a positive work environment, and going above and beyond to ensure collective success in multi-brand campaigns.

Affiliations

- Associate Member – Nigerian Institute of Public Relations (ANIPR)
- RUN Chronicle – News Editor (2010/11)
- RUN Pearl Magazine – Managing Editor (2011/12)

Interests

Reading | Writing | News & Current Affairs | Discussing Political Issues

REFEREES- Available upon request.