

EFUNNUGA OLUWASEUN YEMISI

Bariga, Lagos, Nigeria.

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CREATIVE CONTENT SPECIALIST

SUMMARY:

Hubspot certified Content Specialist with 3 years of experience in developing engaging content for brand communication and digital public relations agencies. Has a sharp eye for details - spelling, grammar and tonality. Proficient in writing web content, blog posts, editorials, social media copies, newsletters, press releases, executive profiles, and marketing copies. Team player capable of learning new skills.

CORE COMPETENCIES:

- Content and copy writing
- Content marketing
- Pitching creative ideas
- On-page SEO
- Email marketing
- Content management system (WordPress)
- Inbound marketing
- Editing and proofreading
- Graphics Design (Canva)
- Proficiency in Microsoft Office.

WORK EXPERIENCE:

April 2021 – Present

CONTENT/PUBLIC RELATIONS EXECUTIVE

Zebra Stripes Network, Lagos.

- Develops creative public relations plans for clients' briefs.
- Collaborates with team members in implementing public relations strategies and activities.
- Measures and provides reports on PR campaigns.
- Writes, edits and reviews media content and press releases.
- Manages social media accounts and brainstorms creative ideas for monthly social media calendar.
- Collaborates with graphic designer and video editor in developing monthly social media assets.
- Handles media placement for press releases and announcements.
- Provides public relations support to lead strategist.

Feb 2020 – April 2021

DIGITAL CONTENT WRITER

TooXclusive Digital, Lagos.

- Wrote and edited news stories, editorials, opinions and blogposts for company's website.
- Generated over 500,000 monthly site visits via engaging content.
- Consistently collaborated with team on new strategies and editorial calendar.
- Wrote various content for multiple platforms (website and social media)

Oct 2018 – Oct 2019

ASSISTANT PRESS OFFICER (NYSC)

Ministry of Information, Culture and Tourism, Agodi, Ibadan, Oyo.

- Wrote and edited news articles under daily deadline.
- Promoted state government's impacts by covering its activities.
- Monitored news channels and filed reports on citizens' concerns.

May 2018 – Oct 2018

CUSTOMER LIASON OFFICER (SOCIAL MEDIA)

Multichoice Nigeria, Acme Road, Ogba, Lagos.

- Handled about 80 queries daily on Twitter, Facebook and Live chat.
- Provided prompt resolution to customers' challenges.
- Collaborated with team members to achieve department service level.
- Contributed to brand reputation by giving accurate responses and ensuring customers' satisfaction.

March 2015 – March 2016

INTERN REPORTER

Nigerian Television Authority, Channel 10, Tejuosho, Lagos.

- Created news content.
- Covered events, programmes and interviewed respondents.
- Acted as editorial assistant by editing news copies.
- Voiced video clips for the news stories.
- Contributed to daily news production and broadcast.

CERTIFICATIONS:

2022

Email Marketing

Hubspot Academy

2022

Inbound Marketing

Hubspot Academy

2022

Search Engine Optimization

Hubspot Academy

2021

Social Media Marketing

Hubspot Academy

2020

Content Marketing

Hubspot Academy

2019

Fundamentals of Digital Marketing

Google Digital Skills for Africa

2019

Algorithm of Writing and Content Development

Valiant Writers Institute

EDUCATION:

2018

HIGHER NATIONAL DIPLOMA IN MASS COMMUNICATION

Yaba College of Technology, Yaba, Lagos State.
(Upper Credit)

REFERENCES:

References available upon request