

# PRECIOUS DEJI-OMOLERE

---

## CONTENT WRITER/SOCIAL MEDIA MANAGER

---

### CONTACT

+2348035486266

[Pdejiomolere@gmail.com](mailto:Pdejiomolere@gmail.com)

FCT, Nigeria.

### SKILLS

- Content Writing and SEO Optimization
- Proficient in Keyword Research
- Skilled in Microsoft Excel, Office Word, and Canva
- Interpersonal and - Communication Skills
- Proofreading
- Strategic thinking

### EDUCATION

Ladoke Akintola University of Technology, Ogbomoso.

**2013-2020**

B. Tech, Science Laboratory Technology.

### CERTIFICATION

Content Marketing Certified (Hubspot Academy)

### PROFILE

I am a skilled SEO Content Writer with 5 years of experience creating clear, precise, well-structured, and engaging articles and blogs. I am dedicated to delivering high-quality content that meets the needs of my readers and clients. I specialize in a range of fields like business, marketing, education, finance, fashion, tech, health, spirituality, food, mental health, and so on. I am versatile and love taking on new challenges. My goal is to increase brand awareness, engagement, and conversion rates while delivering exceptional results.

### EXPERIENCE

SEO Content Writer | **EmpireOne Group, Ontario, Canada.**

**2022-2024**

- Conducted comprehensive keyword research and identified trending topics in finance and the contact center industry.
- Created and managed a content calendar, ensuring a consistent and strategic approach to content publication.
- Developed and wrote high-quality, search engine-optimized blog posts that increased organic traffic and search engine rankings.
- Collaborated with cross-functional teams to develop content for on-page SEO, homepage optimization, and various marketing campaigns.

SEO Content Developer / Social Media Manager | **EuroAfconsults, Germany**

**2021-2024**

- Authored and optimized scholarship content for aspiring scholars.
- Produced motivational blog posts and comprehensive guidelines that provided valuable resources for scholars.
- Managed social media accounts, created engaging posts, and ran targeted promotional campaigns.
- Designed and developed visually appealing promotional materials, such as flyers and social media graphics, to support marketing initiatives.

Digital Marketing Google  
Certification  
(Google Digital Skill for  
Africa)

Social Media Certified  
(Hubspot Academy)

NYSC Discharge Certificate,  
2021.

#### **HOBBIES / INTERESTS**

- Searching on Google
- Making home-made greek yoghurts
- Writing
- Reading
- Speaking on Personal Finance
- Speaking on Godly living
- Watching people dance
- Reading on mental health

#### **ACHIEVEMENTS**

- Worked with an International body
- Authored two books
- Curated over 500 blogs
- Own a Yoghurt Business
- Own a certificate on Holistic Personal Finance on Udemy
- Worked as a Content Writer in various industries.

#### **Content Writer / Strategist | Nerthbox, Lagos State.**

##### **2019-2020**

- Developed and implemented a comprehensive content strategy that aligned with the company's branding and marketing goals.
- Crafted compelling and creative content for the company's social media platforms.
- Worked closely with the marketing team to ensure a cohesive and consistent brand voice across all channels.
- Conducted market research and competitor analysis to inform content decisions and stay ahead of industry trends.
- Monitored and analyzed content performance, using insights to optimize future content and improve engagement.

#### **Content Creator / Social Media Handler | Jamjala Foods, Ogbomoso, Oyo State.**

##### **2017-2018**

- Created and curated high-quality content for the company's social media platforms
- Managed the company's social media accounts
- Conducted thorough research to produce informative and engaging content that supported the company's marketing objectives.
- Collaborated with the marketing team to develop campaigns that promoted products and services effectively.
- Analyzed social media metrics to measure success and adjust strategies as needed.

#### **Content Developer | Top Teen Girls, Ugheli, Delta State.**

##### **2017-2020**

- Developed educational and motivational content tailored for teenage girls, focusing on promoting academic excellence and personal growth.
- Created a series of blog posts and articles that inspired and guided young girls in their educational and personal development journeys.
- Worked with educators and mentors to ensure the content was relevant, engaging, and aligned with the organization's mission.
- Conducted workshops and seminars to empower teenage girls and provide them with the tools they need to succeed.
- Monitored the impact of content and made adjustments to improve its effectiveness and reach.

