

PROFILE

Innovative Content Creator with a passion for crafting engaging, high-quality digital content across multiple platforms, having strong command of language and SEO best practices, as well as expertise in refining and optimizing digital and print content for clarity, coherence, and impact. Skilled in storytelling, social media strategy, and audience engagement, with a track record of driving brand awareness and user interaction. Adept at producing multimedia content, including blogs, videos, and graphics, to enhance brand visibility and engagement.

CONTACT

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https://bit.ly/f_ade

EDUCATION

Bachelor of Science
Int'l Uni. Bamenda, Cameroon

National Diploma
The Federal Polytechnic, Idah

Diploma in Desktop Publishing
FAPEC Nigeria

SKILLS

SEO

Content Creation & Writing

Proofreading

Research

Analytics

Editing

Visual Identity

UI/UX

Computer Proficiency

FALOKUN Adeshina Benson

| Content Creator | Writer | Editor |

WORK EXPERIENCE

Communication Expert and Editor

United States Agency for International Development (USAID) Project, Nigeria

I developed, wrote and edited concept notes and press releases including the 'Safeguard the Digital (Civic) Space for Electoral Integrity (SDSEI)' campaign focused on the 2023 general elections in Nigeria organised by USAID.

Content Creator | Consultant

Federal Ministry of Education, in collaboration with National Board for Technical Education, Nigeria

I consulted on and participated in the development of the National Curriculum for the Innovative Enterprise Institutes [IEIs] and Vocational Enterprise Institutes [VEIs] skill acquisition programmes.

Listicle-Content Writer

Test Optimize Perform Agency, USA

I researched topics, wrote engaging Listicles, optimized SEO contents, maintained company's brand voice, fact-checked and incorporated visuals into contents.

SEO Content Writer

Kidadl Limited, England

I researched and wrote family entertainment web contents, collaborated with teams to structure, fact-check, optimized, edit, and proofread contents, while monitoring their performances and meeting deadlines.

Proposal Writer

Food Basket Foundation International, Nigeria

I researched and wrote persuasive proposals based on predefined guidelines, understanding and interpreting of clients' needs. Additionally, I developed supporting documents for every proposal, while meeting deadlines and tracking proposal progression and feedbacks.

Report Writing

European Union Agents for Citizen-driven Transformation, and British Council's Civil Society Organizations' Compliance Web Platform in Nigeria.

I gathered, structured, analyzed the data and wrote relevant information from internal and external sources to support report objectives, while ensuring credibility, and maintaining report records.

Book Review

High school literature class, Nigeria.

I developed the initial insight used to introduce literature students to the book titled 'Faceless' by Amma Darko, Ghana, West Africa. My publication was for academic purposes, and was developed to reveal the moral lessons from the book.

Script and Book Writing

Drama | Thriller | Fantasy

I have created and written four movie scripts, eight songs, and a book.

PORTFOLIO

https://bit.ly/Adeshina_Portfolio