

Damilola Owolabi

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Objective

Professional writer with 4+ years of experience in copywriting, ghostwriting, fiction writing and article writing. Skilled in creating engaging social media copy, and compelling long-form content across diverse industries. Proven expertise in driving audience engagement and enhancing SEO performance. Adept at managing multiple projects and delivering high-quality content tailored to target audiences.

Experience

- KEY academy** May 2024 - Present
Lead Copywriter
 - Write engaging copy for social media platforms, resulting in improved engagement metrics and visibility.
 - Develop thought-leadership content to position KEY academy as a leader in innovative education.
 - Craft compelling newsletters, increasing open rates and parent-student engagement.
 - Improve SEO for blog posts, driving 60% growth in organic readership.
 - Edit and refine blog content, ensuring clarity, readability, and alignment with the academy's values.
 - Conduct in-depth research to create impactful and evidence-based content.
- Relationship Culture Blog** January 2023 - January 2025
Article Writer
 - Wrote articles on diverse relationship topics, combining research with engaging storytelling to resonate with readers.
 - Performed in-depth research to ensure accuracy, relevance, and value in all written content.
 - Optimised articles for SEO, driving an 34% increase in blog traffic and improved reader engagement metrics.
 - Consistently met deadlines while maintaining high-quality standards.
 - Collaborated with editors to refine and finalise articles for publication.
- Disenvi Media & Advertising Agency** May 2022 - December 2024
Lead Copywriter
 - Managed multiple clients simultaneously across various industries, delivering high-quality copy tailored to their needs.
 - Created persuasive copy for websites, social media, and promotional materials, boosting client engagement by 120% on average across social media platforms.
 - Wrote scripts and marketing copy that drove a significant increase in sales, contributing to a 50% revenue boost.
 - Enhanced website SEO, leading to a specific 80% increase in organic traffic and improved search engine rankings.
 - Successfully led and executed creative campaigns, achieving increased sales, brand awareness, and brand loyalty.
- Disenvi Media & Advertising Agency** May 2022 - December 2024
Community Manager
 - Developed and executed social media strategies across platforms including Instagram, Twitter,

Facebook, LinkedIn, and TikTok to align with brand objectives and campaign goals.

- Created and scheduled engaging content daily, driving an average weekly reach increase of 35% and boosting brand visibility for clients across industries.
- Tracked and reported key metrics including engagement, reach, conversions, and growth across all platforms.
- Used analytics tools such as Meta Insights and Google Analytics to assess content performance and generate insights for monthly reports.

- **Freelance** June 2021 - Present
Creative Writer
 - Craft fiction and non-fiction books, including memoirs, short stories, and children’s stories.
 - Deliver high-quality manuscripts that resonate with target audiences, resulting in publishing deals and client satisfaction.
 - Produce captivating narratives that align with clients’ visions and objectives.
 - Conduct research and interviews to inform and enrich storylines and characters.

Education

- **University of Illorin** 2018 - 2023
Anatomy

Skills

- Writing
- Proofreading & editing
- Storytelling
- Search Engine Optimization (SEO)
- Content creation
- Video editing
- Research & analytics
- Marketing & campaign management
- Leadership & collaboration
- Project management