

IFEOLUWA ONI

CONTACT

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- 🔗 [Ifeoluwa's Portfolio](#)

EDUCATION

THE UNIVERSITY OF ILORIN

Bachelor of Arts in English
Language
Oct 2013 - Oct 2017

SKILLS

- Creative Writing
- Lead Generation
- Trend Analysis
- Expert Attention to detail
- Search Engine Optimization
- Branding & Positioning
- Content Planning & Scheduling
- Storytelling
- Conversion Copy
- Time Management
- Communication Skills

CERTIFICATION

THE STRATEGY OF CONTENT MARKETING

May 2023
University of California, Davis

DIGITAL MARKETING

Feb 2022
TechieBreed Academy

DIGITAL MARKETING & CONTENT CREATION

Mar 2023
Terra Learning

PROJECTS/AWARDS

- I author a novel titled, **The Obsessed**.
- **Award of Honor and Excellence (2021):** Received recognition at 234gist for my unwavering dedication to writing SEO-friendly articles and proofreading for my colleagues, resulting in an award.
- **Leadership (2018):** During my time as editor-in-chief of a youth group serving their country, I spearheaded a team effort to produce captivating articles.

ABOUT ME

A versatile and creative professional specializing in copywriting, storytelling, and digital marketing, I craft narratives that engage audiences and drive brand success. With expertise in SEO and social media, I optimize content to boost visibility and build connections.

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST

GenPsych PC (2024-Present)

- Generated high-quality leads through tools like Upleads, ContactOut, Power Automate, Web Scraper, and Data Scraper, achieving a 35% ROI on marketing efforts.
- Utilized social listening via Hootsuite to monitor, analyze, and engage with viral content, enhancing brand visibility and fostering meaningful audience interactions.
- Leveraged platforms such as Quora and BuzzSumo to identify trending topics, gather content ideas, and align marketing strategies with audience interests.
- Created and managed a variety of content, including blogs, social media posts, email campaigns, and video scripts for advertisements and reels, aligned with the organization's mission to destigmatize mental health issues.
- Developed and executed digital marketing campaigns to boost patient engagement and brand awareness, focusing on mental health education and outreach.
- Analyzed campaign metrics and social media performance to refine strategies, resulting in improved campaign effectiveness and audience reach.

STORYTELLER (FREELANCE)

TYD TOONSVILLE (2024- Present)

- Craft engaging narratives for animated content, collaborating with the animation team to create compelling storylines for young audiences.
- Write scripts for animated series, transforming ideas into age-appropriate content that aligns with the brand's tone.
- Develop story arcs and characters, shaping the narrative direction to ensure alignment with the brand's mission.

BRAND STRATEGIST (FREELANCE)

Maestrotech DCPC (Feb 2023 - Dec 2024)

- Oversee the brand's identity, guiding cohesive asset development and alignment with branding strategy.
- Conduct market research to identify consumer insights and analyze competitor strategies for branding.
- Lead branding campaigns and develop strategies to enhance brand awareness and engagement.

KYC & FRAUD ANALYST

BetKing (Kingmakers) (July 2021 - Dec 2024)

- Verify customer identities through KYC investigations to ensure regulatory compliance.
- Analyze transaction patterns to identify and mitigate potential fraudulent activities.

SEO WRITER/ EDITOR

234gist (Mar 2021 - Feb 2023)

- Create optimized content for various digital platforms, ensuring high visibility in search engine results and alignment with audience interests.
- Conduct keyword research and implement SEO best practices to enhance content performance and drive organic traffic.
- Collaborate with the team members to develop engaging articles and blog posts,