



Fatunla Samuel Oluwafemi

Freelance Writer

I am a resourceful individual with passion and interest for the writing profession. I am also an individual with a progressive mindset towards the completion of every writing task with an intent on attention to detail while passing information in a comprehensible manner to the reader. Using grasping SEO tools and several quality writing tools.

Contact

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Lekki, Lagos/Nigeria

Personal Profile

Experienced freelance writer, with a decorated experience of working the creator industry, with different writing styles, niches and clients ranging from technology, client-based requests, articles, blog posts, CVs and Resumes, and reserach papers.

A quick-witted and result-driven writer, with uttermost love for content writing and the use of several writing tools such as editing tools like Grammarly, Quill, blog publishing tools like WordPress with Inbound and Outbound links, content scheduling tools like Google Sheets, and AI writing tools like Neuron writer etc.

Highly skilled and meticulous with exceptional attention to detail and the ability to re-target, tell the brand story, improve content visibility and help the client to cut through engagement or content presentation complexities. Adept at developing content progress sheets and reports and explaining them to all management/client in a clear and accessible manner.

My project portfolios are worthy of note. At Nairatips I single handedly wrote and published over 200 SEO worthy articles which generated leads and views to the tech websites. I also created a content progressive sheet accessible to all creative members of the websites.

A versatile professional and a great listener, with unwavering track records in the Writing Space. Samuel has gathered more than fifty seven thousand total reach on his personal blog space on Medium (57,550) and over eighty thousand (81,205) engagements.

Experience

○ Aug 2022- Present

Nairatips | Seasonal

Blog Post / Article Writer

- Generated, researched, and pitched ideas for posts and articles.
- Wrote articles with and without AI as insisted by the Chief Editor.
- Edited articles using Grammarly and other precise editing websites.
- Formatted articles and blog posts to the companies guidelines.
- Advocated and educated others about interests, products, or services through blogs.
- Maximized site traffic by utilizing Search Engine Optimization keywords provided by SEO specialists.
- Inviting other bloggers, experts, or other notable guests to contribute content to the webpage.
- Monitored responses to posts via the website, social media, or other platforms to better understand the audience.
- Stayed current on industry trends for possible opportunities to attract new readers or create stronger, more engaging content.

Education

2017-2019

Higher National Diploma in Civil Engineering

Yaba College of Technology

2015-2017

National Diploma in Civil Engineering

Yaba College of Technology

Expertise

- Microsoft Office
- Google Tools
- Wordpress
- Technical Writing
- AI Writing
- Editing and Formatting
- Proof Reading
- Deadline Conscious
- Search Engine Optimization
- Research

Certification

2022

API Technical Writing JSON & XML
UDEMY

2022

Freelance Writing
UDEMY

2022

Grant Writing
UDEMY

May 2022- Present

Storagereviews.net | Remote

Blog Post / Article Writer

- Wrote non-fictional posts on tech and software topics.
- Conducted research to obtain factual information and authentic detail before writing a given topic.
- Choose subject matter that interests readers and writing style for website.
- Worked with editors and clients to shape the material so it can be published through WordPress.
- Managed the blog through comments and moderate response.
- Implemented SEO and strategic placement of keywords in the posts/articles.
- Compiled content progress forms and payment sheets.
- Brainstormed on topic generation with client website for over 100 articles.
- Performed blog maintenance activities such as ensuring the performance of plugings.
- Analyze web analytics data using Mozbar for content performance.

Nov 2022- March 2021

Fashiondroid.com | Remote

Blog Post / Article Writer

- Created fresh, and original content for consecutive weeks on clients blog.
- Used images that truly complimented blog content for more engagement.
- Researched competitive blog for winning content strategy as per topics, writing styles and engagement.
- Ensured no disclosure agreement during content creation period for clients website.
- Kept up with all steps and guidelines through blogs Wordpress backend.
- Updated articles and blog posts to increase engagement and reach percentage.
- Manage comments, spam, and read and reply to each one.
- Serviced blog plug ins by cross cheking for inbound and outbound links efficinecy.
- Optimize tags, SEO strategy and word count to soothe web space discovery.

Jan 2021 - Oct 2021

Paularoloye.com | Remote

Blog Post / Content Writer

- Assisted in increasing website DA (Domain Authority) to 66% from 0.
- Strategized and wrote several highly researched topics for a client's website.
- Wrote, edited, formatted, and published several articles.
- Ensured the use of proper SEO keyword structure for an appropriate number of words.
- Reported malfunctions and bugs on the website's WordPress backend.
- Maximized the presence of inbound and automated outbound links on articles.
- Utilized proper copyright-free images for content description and structure.
- Evolved with the clients from use of regular writing methods to AI writers for more precision and content quantity over a short period of time.

Language

English

Yoruba

Reference

Available on Request

○ Jan 2020- Sept 2019 Digital Nest Hub | Hybrid **Copy Writer / Ad Creator**

- Created writing content for Facebook and Instagram Ads campaigns.
- Strategized on text styling and colors to catch the attention of cold audiences for an increase in the conversion rate of a campaign of new products.
- Created credible ranking keywords using Ahrefs and Google Keyword Planner.
- Analyzed and researched past written marketing Ads campaigns with high views across various platforms for use in the creation of product news in a similar niche.
- Assisted in the multiple testing of different Ad Sets and Ads for conversion analysis.
- Created conversion and engagement campaigns for clients.
- Created and sorted out probable Keywords during Ads creation.

Proven Professional Abilities

- Featured severally on TheGoodMenProject for high end relationship articles.
- Created over 300 highly optimized articles for a client blog page using AI tools.
- Wrote and published over 200 high performing articles on the Medium website.
- Wrote and published several articles through a weekly Newsletter on LinkedIn.
- Wrote more than 10 Scripts For tech YouTube channel.
- Ghost wrote several research thesis for students in RGU, University of Derby, and University of Lincoln, London.
- Wrote several letter of intent for masters program and k2 visa.
- Wrote a business proposal for grant of over \$300,000.
- Ghost wrote different articles for a science blog website.
- Wrote and compiled over 20 professional resume's and CV.
- Evaluated and created digital audit reports for google analytics on a blog website.
- Ghost wrote a real estate Ebook.