**Abiodun** Olayinka Afolabi

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**Professional Summary**

I am a dynamic and value-driven writer with over 5 years of professional experience. My expertise lies in growth marketing, content creation, strategy, research, and planning, enabling me to drive customer retention, growth, and revenue generation. I am dedicated to producing high-quality content that generates leads, delivers strong returns on investment, and effectively converts prospects into loyal customers.

**Work Experience**

Nabu.org, New York

**Translator (Contract): January 8, 2024-January 31, 2024**

* Translated 15 children books adapted to English (from Igbo, Kinyarwanda and Kiswahili) to Yoruba.
* Retold 15 culturally-responsive, mother-tongue stories in Igbo, Rwanda and Kiswahili languages in Yoruba
* Increased the access to culturally relevant, mother-tongue books to reduce the non-access of 40% children globally to educational materials.

Clane.com, Nigeria

**Content Writer/Growth Associate: October 2018-July 2023**

* Co-led Clane’s company-wide Growth Marketing ideation and execution for its ClanePay and ClanePos products, ramping up new users through: email, seo, OOH, DOOH, content and sms marketing strategies, upticking transaction volume to the tune of $1m and N75m week-on-week.
* Worked with Cross-functional teams (Engineering, Product, Sales, Finance) to advance sales and growth, leveraging multifarious sales and marketing strategies.
* Led and executed Clane’s company-wide content marketing, email marketing, SMS marketing, and research strategies.
* Responsible for customer education content that boosted customers’ knowledge of the use of Clane’s products.
* Leveraged data to make informed decisions about different customer journey (TOFU & BOFU), tailoring our services to meet each customer’s niche needs.
* Handled internal and external communications viz: stakeholder communications, product releases, press statements, etc.

**Education**

**Obafemi Awolowo University, Ile-Ife.**

B.A (Hons), Linguistics & English

2010-2015

**Oroki High School, Osogbo.**

Secondary School Leaving Certificate

2003-2009

**Skills**

**Technical Skills**: Content Writing, Copywriting, Research, Proofreading and Editing, Email Marketing, Content Marketing, UX Writing, SEO.

**Soft Skills**: Adaptability, Team Player, Leadership, Open-mindedness, Positivity, Self-motivation, Communicative competence, Collaborative, Efficient, Critical Thinking, Self-starter, Curious, Creative, Planning skill.

**Achievements**

* Produced multifarious content for Clane, driving customer retention and growth while peaking the company's transaction volume to N75m weekly.
* Participated in a strategic email campaign resulting in 10,000 ClanePay App downloads in August 2022.
* Named a McKinsey Forward Africa fellow with expertise in Agile Thinking, Action-driven Communication & Problem-solving.
* Among the top 100 writers to secure a publishing contract out of 1135 contestants in the GTB-sponsored Dusty Manuscript writing Competition.

**Hobbies**

Travelling, Reading, Playing Soccer, Meeting New People.