

# **Damilola Olanrewaju Shokunbi.**

Road 22a, House M19aa, VGC Estate,  
Lagos, Nigeria.

09093016075, 07071055226.

[Damiolare56@gmail.com](mailto:Damiolare56@gmail.com)

**C**ONTENT  
WRITER/BRAND  
MARKETER.

**DOB: 23/02/2001.**

## **Education:**

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**-Primary School:** Heavenly Love Schools.

**From:** February 2005 to September 2010

**-Junior Secondary School:** Orile Agege Junior  
Secondary School.

**From:** September 2010 to July 2013

**-Senior Secondary School:** Lagos Baptist Senior  
Secondary School.

**From:** September 2013 to September 2015.

**-Degree:** Bachelor of Technology in Crop, Soil,  
and Pest Management.

**-School:** Federal University of Technology Akure.

**From January 2016 to June 2023.**

## **Experience:**

### **Lead Marketer.**

**Location: Zenith Bank, Ikoyi, Lagos.**

**From May 2025.**

- I managed their client's onboardings, acquisitions and industrial accounts.
- I helped facilitate various account openings from corporate accounts, X-press , foreign insurance accounts accounts and limited liability accounts.
- I also created a complementary digital package with an online store, improved automation and agent/merchant banking for growing SMEs with new zenith bank accounts.

### **Senior Product Writer.**

**Location: Applatch, UK.**

**From January 2023 to January 2025.**

- I managed their SEO on smartphone/technology addiction content.
- I curated articles based on technological and internet copyright laws and AI control.
- I also managed daily news in relation to smartphone privacy, daily usage, and also our customer interaction channels.

## **Senior Content Writer/Digital Strategist.**

**Location: Crypto Recruit.**

**From October 2022 to December 2022.**

- I was in charge of monitoring stock prices, SEO and news.
- I managed articles concerning crypto gray areas in constitutional law and international laws.
- I wrote on several types of crypto coins and their specialties for the markets.
- I was in charge of curating daily crypto news and also website copywriting.

## **Ghostwriter.**

**Location: Fiverr, Lagos.**

**From July 2020 to October 2021.**

- Curated and edited a bestselling poetry anthology book on Pabpub.
- Wrote content on a lot of topics ranging from small business-based websites to automobile sites and also drafted copyright and patent filings for a mushroom depository.

- I was faithful with ultimatums and delivered great articles.

## **Content writer/Brand Strategist.**

**Location: Cillacritic, Lagos.**

**From February 2019 to June 2020.**

- Covered the nationwide Endsars protest that attracted the site's first thousand visitors.
- Solely managed the site's entertainment and lifestyle critic section (the most viewed section).
- Led the content research and editing team.
- Head of SEO/SaaS Management.

## **Digital Marketer/Social Media Manager.**

**Location: Sophiaanthony luxury, Kiseshots- Instagram, Facebook, Website.**

- Managed social content and our customer services, which generated up to a 100% sale increase.
- I was in charge of her brand

strategies.

- I also directed the customs order department.

## **Business writer.**

**Location: Mentorium**

- Wrote articles based on business strategies and conglomerate diversification
- I was in charge of the Content, SEO and IT department
- I was also in charge of moderating the company's socials.

## **Graphic Designer**

**Location: Amazon Kindle coupons.**

- I designed and marketed a bestselling love coupon book as a Valentine's brand promotion for Amazon.
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## **Core Abilities:**

- A versatile, efficient web content writer, brand manager, marketer, and product writer with 4 years of experience creating articles and marketing copies/strategies ranging from travel, banking, law, health, lifestyle, gaming, and entertainment.
  - Impeccable grammar, punctuation, and spelling skills.
  - Ardent with research and very detail-oriented.
  - Familiar with SEO, CRM, Google Analytics, keyword research, Microsoft Office, and Canva.
  - Quick to meet deadlines with optimum results.
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## **Skills:**

WordPress, CRM tools, Email Marketing, Microsoft Word, AI detection tools, SEO, SEM, eAgent, Lead Manager, ad manager, Google Analytics, Keyword Optimization & Research, Canva, SEO Tools, Website Audits, MailChimp, Meta Ads Manager/Digital Marketing, UI/UX writing, and SaaS.

