

ADEBAYO BOLUWATIFE

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PROFESSIONAL SUMMARY

I am a dedicated Content Manager and Social Media Manager with a proven track record of creating compelling, results-driven content that strengthens brand identity and audience engagement. I specialize in writing articles, blogs, and digital content that communicate brand stories effectively while managing social media platforms to ensure consistent messaging across all channels. With over four years of experience, I combine creativity with strategic insight—developing content strategies that drive growth, boost visibility, and foster genuine connections between brands and their audiences. My goal is to transform ideas into impactful narratives that inspire action, build trust, and deliver measurable results.

KEY SKILLS & EXPERTISE

Content Strategy & Digital Campaign Planning | Article, Blog, and Copywriting | Social Media Management (Instagram, TikTok, Twitter/X, LinkedIn, Facebook, YouTube) | SEO Writing & Keyword Optimization | Analytics & Performance Tracking (Google Analytics, Surfer SEO, Amplitude, Meta Business Suite) | Community Engagement & Growth | Brand Messaging & Tone Development | Influencer & Partnership Marketing | Multilingual and Inclusive Communication

PROFESSIONAL EXPERIENCE

Senior Content & Social Media Manager

MMB Luxury – United Kingdom | Aug 2024 – May 2025

- Directed the overall content and social media strategy for a luxury wellness brand, achieving a 50% increase in online engagement.
 - Wrote and edited high-performing articles and blogs centered on wellness, lifestyle, and financial well-being.
 - Managed content calendars across Instagram, TikTok, and YouTube, growing followers by 30% within six months.
 - Developed creative briefs and coordinated with global teams to maintain consistent tone and visual identity.
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Content & Social Media Manager

The Machida Foundation – United States | Jul 2023 – Aug 2024

- Oversaw all digital communication and content production for a global nonprofit promoting health equity.
 - Created blogs, articles, and social media content that simplified complex health issues for public engagement.
 - Designed storytelling campaigns that increased overall reach and engagement by 40%.
 - Collaborated with editors, designers, and volunteers to produce accurate, inclusive, and visually compelling content.
 - Launched a data-driven posting schedule that improved audience retention and follower growth.
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Content Manager

TechSynectics – Australia | Mar 2023 – Jun 2023

- Produced SEO-optimized articles, blogs, and product pages for fintech and technology platforms.
 - Supported localization efforts for EU, APAC, and African markets by adapting content tone and examples.
 - Used Google Analytics and Amplitude to track performance metrics and improve engagement.
 - Developed keyword strategies that improved organic search visibility by over 25%.
 - Partnered with designers to ensure that written and visual content delivered a consistent user experience.
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Content Manager

CashietNG – Nigeria | May 2021 – Jan 2023

- Developed digital campaigns and educational content promoting financial inclusion and literacy.
 - Created micro-content (Instagram stories, Twitter threads, TikTok videos) that boosted user onboarding.
 - Managed the company's social media pages, increasing brand visibility and user engagement.
 - Collaborated with product and design teams to align marketing messages with fintech innovations.
 - Built partnerships with influencers to extend reach among youth and emerging market segments.
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EDUCATION

University of Ilorin, Nigeria

B.Sc. History and International Studies (In Progress)

Relevant Coursework: International Political Economy, Global Governance, Development Finance

Alphademia International

A-Level Certificate 2021

Mergo Baptist College

High School Diploma | 2018

ACHIEVEMENTS

- Boosted overall brand engagement by 50% and audience reach by 30% across multiple campaigns.
- Improved search visibility and traffic for client websites through targeted SEO and analytics-driven content.
- Successfully managed creative collaborations across four continents.
- Developed multilingual storytelling approaches recognized for inclusivity and cultural awareness.