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**FADIRE OLUSOLA SIMON (B.A),(M.A).**

**Tel: 08051780085,08162223260 Email:** [**chatwithsola@gmail.com**](mailto:chatwithsola@gmail.com)

**CAREER SUMMARY : Specialized in both long-form SEO content (landing pages, blog posts, etc.) and short-form copywriting (social media, email marketing). I come to the table with 5 years of content writing experience in both Agency and Freelance in-house settings.**

| **PERSONAL DATA** | |
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| Name: | **Fadire, Olusola Simon** |
| Address: | **12, Akinwunmi Street, Off Herbert Macaulay crescent, Yaba , Lagos State.** |
| Date Of Birth: | **7th December** |
| State Of Origin: | **Osun State** |
| Gender: | **Male** |
| Marital Status: | **Single** |

| **KEY SKILLS ACQUIRED** | | |
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| * *Efficient Communication skills* | | |
| * + *Good analytical and interpersonal skills*   + *Multi-tasking*   + *SEO Writing* * *Attention to details and ability to work under pressure* * *Proficient in General Editing and proofreading functions* | | |
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| **WORK EXPERIENCE** | | |
| Period: | | **Dec 2019 -** |
| Position: | | **SEO Copywriter** |
| Name of Employer: | | **Text Thought Web Technology** |
| Address Of Employer: | | **Lagos State.** |
| **Duties** | | |
| * Developed and refined over 200 unique content pitches published in a variety of high-profile sites; earned significant backlinking authority. * Wrote, proofread, and edited approximately 100 data articles, 45 blog posts per month, various social media posts, emails, and more. * Created and maintained a comprehensive style guide for all written works to streamline the copywriting process for the entire team and grow freelance communications team. * Ensure client relationships thrive * Develop long-term content strategy + SEO-driven supporting content * Optimize website pages for proper SEO | | |
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| **WORK EXPERIENCE** | | |
| Period: | **August. 2018 –** | | |
| Position: | **Content Writer (Freelance)** | | |
| Name of Employer: | **White Page Agency** | | |
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| **Duties:** | | | |
| * Aligned copy strategy across all marketing channels * Developed copy for client websites and blogs * Wrote advertising copy for print ads and radio spots * Collaborated with graphic designers to write and produce digital ads * Managed client feedback meetings * Ensured all timelines were met throughout the content production, editing, and delivery process. | | | |
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| **WORK EXPERIENCE** | | |
| Period: | **Apr. 2016 – Nov. 2018** | | |
| Position: | **Content Editor** | | |
| Name of Employer: | **Premium herald** | | |
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| **Duties:** | | | |
| * Daily writing of informative post that pertains IT, Finance, Politics, Sports, E-commerce and literature * Proofreading all contents before publishing. * Usage of WordPress and Grammarly software to produce quality. | | | |
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| **WORK EXPERIENCE** | | |
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| Period: | **Apr. 2003 – Jul. 2007** | | |
| Position: | **Computer Engineer/sales executive** | | |
| Name of Employer: | **Damolac Ventures Nigeria Limited, Ikeja. Lagos State**. | | |
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| **Duties:** | | | |
| * Repairing faulty computer systems * Software installations * Sales of computer parts and systems | | | |
| * Network maintenance | | | |
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| **ACADEMIC/PROFESSIONAL CERTIFICATES** | | | | |

| M.A Linguistics (Syntax): University of Ibadan, Ibadan, Oyo State.  B.A Linguistics/Yoruba: University of Lagos, Akoka, Lagos State.   * + Diploma in Computer Engineering and Maintenance: Damolac Ventures Nigeria Limited.   Senior Secondary Certificate Examination (SSCE): Iganmode Grammar School, Ota, Ogun State |
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| **Hobbies**  **Referees:** | Meeting people, Studying, Online research, Travelling and experiencing nature  Available upon request. |
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