

# Adedolapo Ogunwuyi

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**Portfolio:** [www.adedolapoogunwuyi.com](http://www.adedolapoogunwuyi.com)

## PROFESSIONAL SUMMARY

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Content Strategist, Editorial Director, and SEO Copywriter with five years of experience across editorial leadership, brand communications, digital publishing, and content development. Built and led editorial teams, managed multi-platform content calendars, and produced long-form SEO content, brand copy, and oral history documentation for clients across media, publishing, agriculture, and finance. Consistent record of growing organic traffic, improving content quality, and meeting tight deadlines across multiple concurrent projects.

## CORE COMPETENCIES

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- **Content & SEO:** Content Strategy, SEO Copywriting, Long-Form Writing, Persuasive Writing, Brand Storytelling, Ad Copywriting, Web Content Production, On-Page SEO, Keyword Research, Content Gap Analysis, Editorial Planning
- **Editorial:** Editorial Management, Editorial Calendar Management, Copy Editing, Proofreading, Manuscript Editing, Fact-Checking, Style Guide Compliance, Oral History Documentation
- **Strategy & Research:** Audience Research & Targeting, Data Analysis, SEO Trend Monitoring, Multi-Platform Content Management, Personal Finance Content
- **Management & Collaboration:** Project Management, Team Leadership, Cross-Functional Collaboration, Attention to Detail
- **Tools:** Google Analytics, Google Search Console, Ahrefs (SEO), Semrush (SEO), WordPress (Web Publishing), Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Drive, Slides), Hemingway Editor, Grammarly, Canva, Mailchimp, Notion, Praat (Speech Analysis Software)
- **Languages:** English (C2 Proficient), Yoruba (B2 Upper Intermediate)

## WORK EXPERIENCE

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### Editorial Director Agritech Digest, Remote

**July 2026 – Present**

- Lead editorial strategy and content production across all Agritech Digest platforms, ensuring every article, report, newsletter, and multimedia piece aligns with the organisation's mission as Africa's voice in agriculture, innovation, and technology.
- Commission, edit, and publish high-quality editorial content including interviews, research reports, newsletters, and podcasts, maintaining consistent quality standards across all formats.
- Recruit, mentor, and coordinate contributors, writers, editors, and freelance collaborators, building a reliable editorial pipeline for regular publication.
- Monitor editorial performance using KPIs, analytics, and audience data to guide content decisions and improve reach across all channels.
- Lead the development and growth of the Agritech Digest newsletter, increasing subscriber engagement through strategic content planning and SEO-informed distribution.
- Build and maintain relationships with founders, researchers, policymakers, and industry experts to support editorial partnerships and special projects.

### Co-Founder & Content Strategist OptiRise Consult, Ibadan, Nigeria

**February 2025 – Present**

- Co-founded and currently run a digital branding and professional optimisation agency serving clients across multiple industries.

- Develop and execute content strategies, brand communications, and digital identity systems for client accounts.
- Produce Instagram and LinkedIn content, carousel graphics, captions, and campaign materials aligned with each client's brand voice and audience.
- Manage client relationships, project timelines, and content delivery independently alongside other editorial roles.

**Founder & Personal Finance Content Strategist  
Stackwise (Personal Finance Blog), Remote**

**January 2026 – Present**

- Plan, write, and publish long-form SEO articles on personal finance topics including budgeting, saving, debt management, and wealth-building, targeted at Nigerian readers.
- Build and follow a structured weekly content rotation system that maintains publication consistency and supports steady keyword ranking growth.
- Apply on-page SEO best practices including keyword research, internal linking, and meta optimisation to grow organic search visibility from launch.

**Editorial Associate & Web Developer**

**November 2025 – Present**

**Noirledge Limited (Noirledge Publishing | Laipo Magazine | Ìbàdàn Book and Arts Festival), Ìbàdàn, Nigeria**

- Edit and format multi-session interview transcripts for oral history and biography projects, ensuring factual accuracy, narrative clarity, and editorial consistency.
- Write, edit and proofread manuscripts, web copy, author features, event materials, and magazine content across three publishing arms.
- Coordinate editorial planning and production schedules for the Ibadan Book and Arts Festival, including literary programming copy.
- Build and maintain the organisation's website using static HTML, keeping content current and aligned with brand standards.

**Content Writer (Contract)  
Jemma Digital, Remote**

**October 2025 – June 2026**

- Planned and produced on-brand written content across social media captions, blog articles, newsletters, and web copy for up to five client accounts at a digital marketing agency, delivering 20-plus content pieces per month across a nine-month contract.
- Collaborated with the Social Media Manager and Design Team to build campaign materials for each client, cutting revision rounds by 40% through aligning copy with visual direction and brand tone from the first draft.
- Tracked content performance across all managed accounts monthly, applying data findings to copy strategy and contributing to an average 20% rise in post engagement within the first three months of implementation.

**Editor-in-Chief (Contract)  
BDiGiT Magazine, Remote**

**May 2025 – December 2025**

- Led editorial planning and production for 12-plus monthly issues, growing readership by 30% across the role.
- Managed a team of 15 writers and editors, improving content quality scores and team output by 25%.
- Maintained 99% accuracy across all published content through a structured editing and quality control workflow.
- Developed editorial strategies that increased social media engagement by 40% within six months.

**SEO Content Strategist & Writer (Contract)  
ASKWords.ng, Remote**

**March 2025 – November 2025**

- Produced 67-plus SEO-optimised articles, blog posts, and brand stories per month, raising website engagement by 20%.
- Grew organic traffic by 45% in three months through keyword research, content gap analysis, and consistent on-page SEO application.

- Contributed to a 15% improvement in user retention through clear, audience-targeted content aligned with client goals.

### **Freelance Copywriter & Editor**

**May 2021 – April 2025**

#### **Multiple Clients (incl. Mamedia Entertainment, Mo Ayobami's Blog), Remote**

- Wrote and edited 90-plus articles, scripts, web pages, and social media content pieces for brands across media, lifestyle, and entertainment.
- Produced SEO-optimised blog posts and landing pages that increased organic traffic by 30-40% for client websites.
- Developed ad copy and brand storytelling content that improved audience retention by 30% across campaigns.
- Maintained a 100% on-time delivery rate while managing up to six concurrent client accounts.

## **EDUCATION**

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### **A. Kwara State University, Malete, Kwara State, Nigeria**

Bachelor of Arts (B.A.), English and Linguistics

**September 2024**

## **CERTIFICATIONS**

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### **Business Communications**

**June 2025**

HP LIFE, HP Foundation

## **AWARDS & ACHIEVEMENTS**

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### **Undergraduate Research Award**

**2023 – 2024**

#### **Kwara State University, Malete**

- Awarded a research grant of ₦100,000 under the Undergraduate Research Grant Programme for the study 'A Psycholinguistic Analysis of Speeches of Selected Students with Special Needs in Tó Ọ mọ Re, Ilorin, Kwara State.'
- Recognised for an innovative approach to studying language patterns and cognitive processes in students with special needs.

### **Outstanding Leadership Recognition**

**2023 – 2024**

#### **Kwara State University, Malete**

- Honoured for exceptional leadership and mentorship as Academic Director, NASELS KWASU Chapter, after organising programmes for 1,000-plus students and improving pass rates by 20%.

## **REFERENCES**

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Available upon request.