

ADEDOYIN ADEDEJI

SEO CONTENT & MARKETING SPECIALIST

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SUMMARY

I'm a content marketer who thinks in strategy, writes with clarity, and cares deeply about impact. Over the years, I've worked with growing SaaS B2b & B2C teams to build content that does more than check a box; it drives awareness, supports sales, and actually helps people understand what the product does and why it matters. I've written launch copy under tight deadlines, rebuilt blogs from the ground up, and turned customer stories into growth assets. I believe good content should feel effortless to read, to find, to act on and that's what I aim to create every time.

TECHNICAL SKILLS

- Keyword Research & Implementation
- On-page SEO Optimization
- CMS Proficiency (Wordpress, SemRUSH & Hubspot)
- Writing & Storytelling
- Content Strategy & Development
- Creative Writing
- Copywriting
- Content Creation
- Content analytics & reporting
- UX Writing
- Social Media Content Marketing
- Growth Marketing

PROFESSIONAL EXPERIENCE

Content Marketing Analyst, TalentHackers

October 2024 - Feb 2026

- Led multi-channel partnership initiatives including podcast and content collaborations that generated about \$40,000 in attributable ROI, strengthening both brand visibility and inbound pipeline.
- Implemented a full-funnel SEO strategy that resulted in a 40% year-over-year increase in organic traffic, driven by optimized content architecture, strategic keyword targeting, and technical SEO improvements.
- Built and executed a backlink strategy that averaged 10 high-quality backlinks per week, improving domain authority and contributing to stronger SERP rankings across key commercial pages.
- Partnered with cross-functional teams to align content with sales, product, and customer success goals, creating a unified voice and measurable impact across channels.
- Developed data-informed content roadmaps and editorial strategies that balanced brand storytelling with performance marketing outcomes.

Content Marketing Analyst, InEvent

August 2023 - March 2025

- Drove a 30% YOY increase in organic website traffic by leading end-to-end SEO optimization and strategic blog content planning, targeting high-intent keywords and topical gaps.
- Boosted user engagement by 30% through the development and execution of a targeted, data-informed content and social media calendar aligned with audience behavior and platform trends.
- Implemented a conversion-focused lead magnet strategy that increased user retention and effectively captured qualified leads at multiple stages of the funnel.
- Utilized SEMrush for advanced keyword/topic research and performance tracking, refining content strategy and making UI/UX recommendations that enhanced user experience and customer retention.
- Implemented growth strategies that increased newsletter subscription rate by 30% YOY

Creative Campaign Manager, Word-Line LTD

February 2022 - May 2024

- Improved performance of different campaigns with continuous tracking and optimization.
- Organized the creation of campaign assets and strategic roadmaps to successfully promote diverse customer products and services.
- 20% reduction in cost-per-acquisition] through targeted ad optimization, ensuring campaigns met audience needs and maximized return on investment (ROI).
- Utilized a captivating storytelling board, resulting in a significant increase in traffic to key written content to drive user engagement.

SEO Content Writer, BizzFora & Co

May 2021 - March 2022

- Created error-free professional copy, with writing, proof-reading and editing abilities
- Wrote articles, bulletins, sales letters, press releases, and other related informative marketing and promotional material.
- Optimized content for search engine rankings following SEO best practices Kept team updated with publishing schedule to maintain content marketing strategy.

EDUCATION

Bachelor of Science in Human Physiology

Benue State University

Masters in Business Administration

Nexford University

ADDITIONAL INFORMATION

- **Languages:** English, French
- **Awards/Activities:** Most Innovative Employer of the Year (2023), Overall Best Employee Division Two (2024)