ESTHER OLAMIDE

CONTENT MARKETING STRATEGIST

Nigeria | +234-906-187-8648 | e.b.olamide04@gmail.com | LinkedIn

PROFESSIONAL SUMMARY

Content marketing strategist with 3+ years of content creation and marketing-related experience supporting technology, education, and training brands. Combines research, clear messaging, persuasive storytelling, and calls to action to turn complex ideas into content that supports awareness, engagement, and sign-ups. Campaign work has contributed to 500+ sign-ups in a day, a 30%+ increase in program sign-ups, and 500,000+ views across platforms. Experienced in content strategy, SEO content, landing pages, email marketing, conversion copy, performance analysis, and coordinating content deliverables.

CORE COMPETENCIES

- Content strategy & campaign planning
- Landing pages & calls to action
- Lead magnets & campaign content
- Storytelling & brand messaging
- Project coordination & deadlines
- SEO content writing & editing
- Email marketing content
- Audience research & positioning
- Content analytics & optimization
- AI-assisted writing workflows

PROFESSIONAL EXPERIENCE

Content Lead & Content Marketing Strategist | Creataws | *November 2025 – Present*

- Develop content and messaging that translate complex product ideas into clear, audience-relevant communication and support inbound lead generation.
- Lead brand content and short-form video scripts across LinkedIn, Instagram, and TikTok in support of visibility and sales objectives.
- Align content execution with brand positioning, audience needs, and marketing goals.

Content Marketing & Campaign Strategist | Dolcceza Africa | *August 2026 – September 2026*

- Developed campaign content for a tech-skills training and internship opportunity, using success stories, proof, and audience-focused messaging to build credibility and motivate action.
- Structured campaign messaging around audience interest, belief, objections, and trust, with clear calls to action directing readers to the signup page.
- Generated 20,000+ impressions and 200+ link engagements from one LinkedIn campaign post; another post achieved 10,000+ impressions and 150+ engagements.

Content Marketing Strategist | TIBA Academy | *June 2026 – July 2026*

- Created educational and promotional content that made scholarship and technology-education opportunities clear and relevant to young professionals.
- Developed storytelling-led campaign messaging and CTAs associated with a 30% increase in program sign-ups and a 30% lift in the academy's page followers.

- Produced campaign content for a professional audience of 15,000+ followers, supporting influencer and brand-partnership campaigns.

PROFESSIONAL EXPERIENCE (CONTINUED)

Content Marketing & Campaign Strategist | TechCrush | *April 2026 – June 2026*

- Created campaign content associated with a 35% lift in visibility and 500+ sign-ups in a single day.
- Used storytelling and personal-brand messaging to build trust and align content with marketing goals.
- Produced campaign content that generated 30,000+ impressions and contributed to learner inquiries and sign-ups.

Content Strategist | ViewOn.AI | *May 2025 – May 2026*

- Translated complex AI and productivity concepts into clear, actionable content, contributing to a 25% lift in brand visibility within the first three weeks.
- Developed content and messaging for social platforms in support of the brand's wider content strategy.
- Wrote LinkedIn content supporting growth from 300 to 1,000+ followers in four weeks; content generated 50,000+ post impressions in its first month.

Video Content & Marketing Strategist | NairaFam | *August 2025 – December 2025*

- Wrote marketing and informational video scripts for a brand campaign that increased sales by 30% in the first month.
- Edited short-form reels simplifying complex chess concepts, growing brand visibility by 50%, engagement by 30%, and followers by 30% within two months.

ADDITIONAL PROJECT

Content Strategist / Video Scriptwriter | Gaming & Tech Brand

- Turned the founder's expertise into short-form scripts with clear hooks and storytelling for cross-platform distribution.
- Wrote the video script behind 500,000+ views across platforms on the brand's first release.

EDUCATION & CERTIFICATIONS

- B.Sc. Microbiology (First Class Honours) — University of Medical Sciences, Ondo State, Nigeria | December 2024
- Content Marketing — LinkedIn Learning
- Content Strategy & SEO — LinkedIn Learning
- Direct Response Copywriting Mastery — Credence | May 2025

TECHNICAL TOOLS

ChatGPT | Google Workspace (Docs, Sheets, Slides) | LinkedIn Analytics | Notion | Trello | Canva | CapCut | Grammarly