

## Contact

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(LinkedIn)

## Top Skills

Content Marketing  
Inbound marketing  
WordPress Development

## Languages

English (Full Professional)

## Certifications

Graduate Proficiency Certificate In  
Management

## Honors-Awards

President, Public Relations and  
Advertising Students Association  
(PRADSA).

Cadet Provost

# Williams Oleije

Content Marketer at IBE Software  
Nigeria

## Summary

Every brand has a unique story to tell - and other stories that will not only engage, inform, surprise, delight, and impact their target market, but that will also deliver on measurable business goals.

As a Content Marketer, I create captivating stories to fuel business growth and build deeper relationships across several touchpoints; from the first hello to a happy customer, and beyond.

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## Experience

IBE Software  
Content Marketing Expert  
April 2016 - Present  
France

IBE Software is the parent company of HelpNDoc, a help authoring software company based in France. I was hired as a technical writer. My core responsibilities include extensive researching and writing of technical content including blog posts, creating content for social media and scheduling them strategically via HootSuite.

Optimysis  
Content Strategist  
December 2014 - Present  
832 Bluefield Square Leesburg, Virginia - 20176 USA

I worked as the principal content marketer across all the company's digital media including website, blogs, and social media platforms. I effectively handled the task of driving online marketing strategies to optimize web properties and resources.

I was responsible for drawing up social media marketing strategies to create consistent and reinforced online visibility. I also scheduled and oversaw the analysis of websites and social media metrics to consistently improve visibility traffic, and conversion rates through Analytics.

MoverJunction.com  
Inbound Marketer  
December 2014 - Present  
Leesburg, VA

Mover Junction is a moving company based in Leesburg, Virginia. The company hired me as an Inbound marketing expert. My core responsibilities include SEO, content creation, link building, inbound marketing, and social media marketing.

JJW Homes, LLC  
SEO writer  
October 2017 - December 2018 (1 year 3 months)  
San Francisco Bay Area

JJW LLC is a Real Estate company based in the San Francisco Bay Area. The firm hired me as an SEO writer to create search engine-friendly blog posts and articles to boost their visibility and ranking on search engine result pages (SERPS)

Menlo Group Commercial Real Estate  
Commercial Real Estate Writer  
September 2017 - December 2018 (1 year 4 months)  
Phoenix, Arizona Area

The Menlo Group Commercial Real Estate LLC. is a full-service commercial real estate brokerage firm based in Phoenix, Arizona, in the U.S. The firm hired me as a freelancer to create commercial real estate content for their website.

Amston Real Estate LLC. based in Connecticut, United States  
Real Estate Writer  
April 2017 - February 2018 (11 months)  
Connecticut

I was hired as a freelancer to create content (articles and blog posts) for Amston Real Estate LLC. based in Connecticut, United States. My core responsibilities include researching relevant topics and creating valuable content (articles and blog posts).

Apptamin - Video ads, Promo Videos & Game Trailers  
Writer  
August 2016 - December 2017 (1 year 5 months)  
Montpellier Area, France

Apptamin is a mobile app video production agency based in France. The company hired me as a freelance writer to create content for their blog. My

core responsibility includes researching assigned topics and creating valuable pieces of content accordingly.

### Kama'aina Termite and Pest Control

Social Media Marketer and Blogger

April 2015 - May 2016 (1 year 2 months)

Hawaiian Islands

I was hired as a freelance social media marketing expert and blogger by Kama'aina Termite and Pest Control, based in Hawaii, United States. My responsibilities also include creating content for two other websites (Kama'aina Energy and Kama'aina Solutions).

### Creative Works

Content Marketing Expert

April 2013 - January 2014 (10 months)

1941 46th Street Long Island City, NY 11105

Creative Works is a specialized new media services provider based in New York City. The company offers high-level digital solutions to clients. I was hired as a freelance writer and content curator for the company and to service some of their clients. My core responsibility includes researching and writing articles, blogs, and web contents for clients.

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## Education

### University of Lagos

Master of Science (MSc.), Mass Communication · (2015 - 2016)

### Nigerian Institute of Management

Graduate Proficiency Certificate in Management · (2011 - 2012)

### Lagos State University

Bachelor of Science (B.Sc.), Public Relations and Advertising · (2006 - 2011)