

Godwin Oluponmile

SEO Writer and Strategist

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A Web 3.0 enthusiast and a content marketing freelancer with more than 5 years of active experience in SEO Writing. Recognized consistently for performance of excellence and contributions to success in platforms such as Entrepreneur.com, Benzinga.com, Pangea.ai, Blocktelegraph.io and Hackernoon.com. Experienced with five-year track record in content research, creation, monitoring engagement statistics; as well as optimizing websites for impressive rankings on search engines like Google and Bing. Recognized for managing content in English language.



Skills



SEO Writing



Web 3.0 (De-Fi)



Proofreading



Copywriting

◆ Email Marketing

◆ Content Generation

◆ Freelance Writing



Work History

LinkedIn Profile:

<https://www.linkedin.com/in/godwin-oluponmile-b77310163>

Oct 2018 - Current Managing Director

IdeaFlavour Inc.,

Founder of an online community dedicated to improving freelancing writing skills:

- ★ Established workflow for requesting, creating, editing, publishing and retiring content.
- ★ Used Google's Search Engine Optimization tools to create promotional contents to accompany blogs and send persuasive newsletters.
- ★ Planned and executed events and marketing programs, producing over 400 times goal of qualified leads.
- ★ Developed campaigns and specific marketing strategies for clients.
- ★ Forecast marketing trends based on previous data to adjust campaigns and maximize sales.
- ★ Achieved substantial from audience who I turn to clients who I write for. I used market expertise and business knowledge to make proactive decisions.
- ★ Devised new promotional approaches to boost customer numbers and market penetration while enhancing engagement and driving growth.

Nov 2021- Current **SEO Content Writer**

Entrepreneur Media

Currently a contributing author at Entrepreneur Magazine [<https://www.entrepreneur.com/author/godwin-oluponmile>] in development of advice, insight, profiles and guides for established and aspiring entrepreneurs worldwide. .

- ★ Wrote engaging and successful marketing, advertising and website copy.
- ★ Collaborated with product development team to effectively modernize and update promotions.
- ★ Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
- ★ Wrote clean, well-polished copy to contribute to company social media platform and other marketing channels.

Bylines:

<https://www.entrepreneur.com/article/420317/>

<https://www.entrepreneur.com/article/368565>

July 2021- Current **Freelance SEO Content Writer**

Pangea

Currently a freelance SEO writer on the Pangea platform in development of leadership thoughts, ideas , profiles and guides for established and aspiring tech enthusiasts worldwide. Created research blog posts to improve engagement with audience, partners and customers.

- Wrote clean, well-polished copy to contribute to company social media platform and other marketing channels.
- Wrote engaging and successful marketing, advertising and website copy.
- Collaborated with product development team to effectively modernize and update promotions.

- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.

Bylines:

<https://www.pangea.ai/dev-web-development-resources/determine-if-web-development-is-a-good-career-for-you/>

<https://www.pangea.ai/cybersecurity/troubling-concerns-about-cyber-security-consulting-firms/>

<https://www.pangea.ai/hr-reactjs-development-resources/top-sites-to-discover-react-jobs/>

<https://www.pangea.ai/hr-php-development-resources/examples-of-php-interview-questions/>

<https://www.pangea.ai/management-solutions/best-sites-to-post-remote-php-developer-jobs/>

Jul 2019 - 2020 Director of Media and Public Relations

NASELS Southwest Region, Nigeria, Lagos, Lagos

Radically improved the awareness of my departmental association [National Association of Students of English and Literary Studies] in the entire southwest region of Nigeria. Universities under this association are about 39 in number.

- ★ Increased NASELS awareness through creation of innovative print and digital productions for major publications.
- ★ Handled external communications with media and public relations professionals.
- ★ Determined optimal combination of media outlets for promotional campaigns and allocated resources according to students' data analysis.
- ★ Developed media advertising strategies and converted ideas into concrete tasks and delegating tasks to appropriate individuals and departments.
- ★ Coordinated launch of media campaigns with marketing, communications and sales departments..

Accomplishments



Won a meritorious award as the **Content Marketer** of the year from Faculty of Arts and Humanities Students Association in 2021

Won a meritorious award from National Association of English and Literary Studies[NASELS] for **the Most Impactful Writer** of 2019.

Nominated for a meritorious award from National Association of English and Literary Studies[NASELS] for **Journalist of the Year** of 2019.

Nominated for a meritorious award from National Association of English and Literary Studies[NASELS] for **Student of the Year** of 2018.

Nominated for a meritorious award from National Association of English and Literary Studies[NASELS] for **Freelancer and Blogger of the Year** of 2018.

Education



Nov 2017 – Nov 2021

Bachelor of Arts: English And International Studies

Osun State University - Osogbo, Nigeria.

Graduated with a Grade Point Average of 4.0 and a Cumulative Grade Point Average of 3.85