

PRECIOUS OMOTAYO

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SUMMARY

Senior SEO Content Strategist & Full-Stack Digital Marketer with 4+ years of experience driving organic growth and brand awareness. Expert in integrating WordPress development, technical SEO, and conversion-driven social media management. Proven track record of managing regional student bodies and driving fintech literacy. I specialise in bridging the gap between technical web architecture and high-impact storytelling to deliver measurable ROI.

KEY SKILLS

- **Content & SEO:** Technical SEO Audits, Keyword Research (SERPs), On-page Optimisation, Content Lifecycle Management.
- **Web Development:** WordPress (Elementor/Divi), PHP basics, security compliance, UI/UX optimisation.
- **Digital Strategy:** Paid Media (Facebook/Instagram Ads), Lead Generation, Analytics & ROI Reporting.
- **Leadership:** Stakeholder Management, Community Building, Strategic Communications, and Crisis Management.

PROFESSIONAL EXPERIENCE

TUROG Technologies – *Social Media & Communications Intern* | Apr 2025 – Oct 2025

- Spearheaded multi-platform content strategies across LinkedIn, X, and TikTok, increasing organic reach by 50% within 6 months.
- Developed high-conversion copy and creative briefs, ensuring brand consistency across all digital touchpoints.
- Monitored weekly performance analytics to pivot strategies, resulting in improved engagement rates and follower retention.

Infuxion Communications Ltd – *Web Administrator (Consultant)* | Dec 2024 – Dec 2025

- Optimised website performance and SEO architecture, significantly reducing bounce rates and improving search engine visibility.
- Managed end-to-end security compliance and technical maintenance for high-traffic web assets.
- Enhanced User Experience (UX) through iterative design updates and content audits.

Daggo Africa – *Digital Growth Intern* | Oct 2024 – May 2025

- Managed high-budget paid advertising campaigns, focusing on CPA (Cost Per Acquisition) optimisation and lead generation.
- Conducted deep-dive market research to align client digital strategies with emerging African tech trends.

Infinite Tech Services – *WordPress Developer & SEO Strategist* | Feb 2022 – Mar 2023

- Architected and launched responsive WordPress websites for diverse clients, integrating SEO best practices from the development stage.
- Created and managed specialised blogging schedules that secured top-ranking positions for targeted industry keywords.

LEADERSHIP & INFLUENCE

Governor – Nigerian Association of Microbiology Students (NAMS), Western Region | 2024 – 2026

- Leading the executive regional body, overseeing operations for chapters across multiple states.
- Driving strategic partnerships and coordinating regional conventions, focusing on community growth and professional development.

Campus Ambassador – Cowrywise | 2023 – 2026

- Driving financial inclusion and fintech literacy within the UNILAG ecosystem.
- Managing community engagement and creating content to promote digital savings and investment tools.

EDUCATION

- **University of Lagos** – B.Sc. Microbiology (In View) | 2021 – Present
- **Institute of Management, Technology & Finance** – Professional Diploma (Digital Business & Web Dev)
- **Webbit Technologies** – Advanced Web Design & SEO Training

CERTIFICATIONS

- **HubSpot** – Digital Marketing (2025)
- **HP LIFE** – Advanced Social Media Strategy (2025)
- **Google** – Fundamentals of Digital Marketing (2024)