

HASSAN OLUWATOSIN

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CONTENT MARKETING SPECIALIST | SEO WRITER | CONTENT STRATEGIST

PROFESSIONAL SUMMARY

Published Content writer, strategist and researcher with a background in Microbiology. I help brands turn complex ideas into clear, engaging content that builds trust and drives action. I combine research, storytelling, SEO, and content strategy to create articles, website copy, and educational content across health, leadership, sustainability, technology and other areas.. My goal is to create content that informs, connects, and converts.

SKILLS

Writing: SEO blog writing, Copywriting, Editing & proofreading, Ghostwriting.

Content Marketing: SEO optimization, Content strategy, Social media content, and AI Search Optimisation (AEO).

Research: Research synthesis, Content research, Academic referencing, and Source evaluation.

Design & Collaboration: Canva, Figma, Wireframing & prototyping, Project coordination

PROFESSIONAL EXPERIENCE

Customer Service & Content Developer - Mikano International Limited
(Afrimedical Manufacturing and Supplies Ltd.)

July 2026- Present

- Resolve inquiries across phone, email, and live chat to maximize customer satisfaction.
- Manage CRM databases to maintain accurate client records and track order issues.
- Write copy for newsletters, marketing emails, and digital product catalogs.
- Optimize content using keywords to increase website traffic and social media engagement.

Quality Assurance Inspector – Mikano International Limited (Afrimedical Manufacturing and supplies)

Sept 2025 – Jun 2026

- Supported quality assurance processes for syringe and medical device manufacturing.
- Conducted inspections, documentation, and compliance checks aligned with WHO quality standards.
- Collaborated with production teams to maintain product quality and regulatory compliance.

Content Development Lead – Leadheart Initiative

2025 – Present

- Led content planning for leadership, climate, and sustainability campaigns.
- Coordinated writers and designers to deliver educational content.
- Maintained editorial quality and consistency.

Content Writer – Leadheart Initiative

2022 – Present

- Produced research-driven articles on leadership, emotional intelligence, diversity, climate, and sustainability.
- Translated complex topics into engaging content for young audiences.
- Collaborated with designers on educational campaigns.

Content Writer & Social Media Manager – TRISHAN

Mar 2024 – Sept 2024

- Wrote SEO-friendly health and wellness articles.
- Managed social media content planning and engagement.
- Simplified complex health topics into reader-friendly content.

Freelance Content Writer & Ghostwriter

2022 – Present

- Produced SEO-optimized and AI-search-friendly articles structured for search intent, featured snippets, and authoritative citations.
- Conducted in-depth research for accurate, search-friendly content.
- Helped brands communicate complex ideas through storytelling.

UI/UX Design Intern – Axia Africa

2025

- Designed wireframes and prototypes in Figma.
- Contributed to AgroConnect and Productflo projects.

ACHIEVEMENTS

- Graduated as the second-best student at The Write Right Academy and led the top graduating team.
- Promoted to Content Development Lead at Leadheart Initiative.
- Led educational content initiatives on leadership, sustainability, and climate awareness.
- Designed interactive prototypes for AgroConnect and Productflo as part of a user-centered UI/UX design programme.
- Earned certifications in SEO, Social Media Marketing, UI/UX design, and Content writing.
- Published content across health, leadership, and sustainability.

TOOLS

Writing & Productivity: Microsoft Office, Google Workspace

SEO & Research: Google Scholar, PubMed, Semrush, ResearchGate, Google Search Console (if applicable)

Design: Canva, Figma

EDUCATION & CERTIFICATIONS

- B.Sc. Microbiology – Federal University of Agriculture, Abeokuta (2025)

- Content Writing Certification – The Write Right Academy (2026)
- UI/UX Design Certification – Axia Africa (2025)
- SEO Certification – HubSpot Academy (2024)
- Social Media Marketing Certification – HubSpot Academy (2024)