

KOLADE OGUNGBEMI

Social Media Marketing Executive & Content Strategist

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📷 **Instagram (Managed):** [instagram.com/useploy](https://www.instagram.com/useploy) | 🐦 **Twitter/X (Managed):** x.com/useployyy

PROFESSIONAL SUMMARY

Results-driven Social Media Marketing Executive, Content Strategist and SEO Copywriter with hands-on experience managing live brand accounts and digital content in the African fintech space. Currently serving as Social Media Manager and Website Copywriter for Ploy (useploy.com), a WhatsApp-based business management tool serving SMEs across Africa. Skilled in crafting high-converting social and web copy, developing SEO-optimised blog content, building landing pages that convert, and driving organic engagement through platform-specific storytelling, audience insight and search strategy.

PROFESSIONAL EXPERIENCE

Social Media Manager & SEO Copywriter | *Ploy — useploy.com* Feb 2025 – Present

WhatsApp-based fintech platform for small business owners across Africa

- ▶ Manage and execute full Instagram content strategy for a growing African fintech brand targeting SMEs across Africa
- ▶ Develop and maintain a 30-day content calendar covering Testimonials, Product Education, Promotions, and Engagement content
- ▶ Write high-converting Instagram and X (Twitter) captions with clear CTAs consistently driving qualified traffic to useploy.com
- ▶ Create platform-optimised social media copy tailored to organic reach, audience engagement and brand tone
- ▶ Design content frameworks including Hook, Visual Direction, Key Message, Useploy Angle and CTA for each post
- ▶ Leverage Buffer for content scheduling and Google Sheets for editorial planning and team reporting
- ▶ Apply Reel strategy using short-form video best practices to maximise reach beyond existing followers
- ▶ Produce SEO-optimised blog content targeting high-intent keywords relevant to African SMEs and fintech audiences
- ▶ Write persuasive product page copy that clearly communicates Ploy's value proposition and drives user sign-ups
- ▶ Develop conversion-focused landing page copy aligned with campaign goals, audience pain points and brand messaging
- ▶ Apply on-page SEO principles including keyword placement, meta descriptions, headers and internal linking to improve organic discoverability

CORE COMPETENCIES

- ▶ Copywriting & Persuasive Messaging

- ▶ SEO Strategy & Keyword Research
- ▶ Content Marketing & Brand Positioning
- ▶ Short-Form Video Strategy (TikTok, Reels)
- ▶ Social Media Campaign Management
- ▶ Audience Growth & Community Engagement
- ▶ Analytics, KPI Tracking & Performance Reporting
- ▶ Content Calendar Development & Editorial Planning
- ▶ On-Page SEO & Meta Copywriting
- ▶ Conversion Rate Optimization (CRO) Principles

TOOLS & PLATFORMS

Social & Analytics: Meta Business Suite | TikTok Analytics | Google Analytics | Google Search Console

Content & Design: Canva | Buffer | WordPress

Productivity & CRM: HubSpot | Notion | Google Workspace

CERTIFICATIONS

- ▶ Copywriting and Social Media Marketing Certification — HubSpot Academy
- ▶ National Youth Service Corps (NYSC) — 2025

EDUCATION

B.Tech — Animal Production & Health | *Federal University of Technology Akure Nov 2018 – 2024*
Bachelor of Agricultural Technology