

ADEMILADE SHODIPE-DOSUNMU

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Professional Summary

I'm a strategic content marketing professional with over 5 years of experience developing and executing comprehensive content strategies that drive measurable business results. Demonstrated expertise in SEO content creation, audience engagement, and cross-functional collaboration across B2B, B2C, Tech, and SaaS organizations.

Skilled at leading content initiatives that increase web traffic, conversions, and brand visibility while maintaining consistent voice and quality standards. Proficient in optimizing content for diverse markets and audiences, with a proven track record of achieving first-page rankings and driving significant increases in user acquisition metrics.

Desirous of opportunities in impact-driven organizations with a focus on AI, SaaS, B2B, or product-led growth.

Work Experience

Content Distribution: SaaS and Content Writer (Freelance) // Seattle, WA // October 2023 - Current

Technologies used: *Google Suite, Slack, Google Trends, Slite, Grammarly, Hemingway, Annotely, Copyscape, Asana, Airtable*

- Write content for high-profile client campaigns, including Workello, ClickUp, Klaviyo, and Harbor Compliance, ensuring exceptional content quality and brand alignment
- Create converting content that directly contributes to increased demo signups, web traffic, and brand impressions across client portfolios
- Refine and polish SaaS-focused content to ensure clarity, brand consistency, and technical accuracy while maintaining each client's unique voice
- Collaborate with cross-functional teams to establish editorial guidelines and maintain quality standards across diverse client needs

ByteDance (Lark): Content Strategist and Editor (Contract) // Singapore // September 2024 - February 2025

Technologies used: *Lark Suite, Semrush, Grammarly, Claude AI, Hemingway, Annotely, Copyscape*

- Assisted in leading editorial oversight for 10+ content projects, ensuring consistency, accuracy, and alignment with Lark's productivity software brand guidelines
- Performed comprehensive competitor gap analysis, identifying content opportunities that outranked competitors like ClickUp in strategic keyword areas.

- Developed and implemented content editing standards that boosted web traffic by 18% and increased demo signups by 37% over a 4-month period.
- Collaborated with cross-functional teams to align content strategy with product marketing objectives while maintaining editorial excellence.
- Refined and polished technical content to ensure clarity, precision, and audience appropriateness for Lark's productivity suite

ClickOut Media (Techopedia): Senior Technical Content Writer // Edmonton, Alberta, Canada // February 2024 - February 2025

Technologies used: *Google Suite, Slack, ExpressVPN, CopyScape, Grammarly, Hemingway, Google Trends.*

- Created the main hub page for Black Friday Tech deals for 2024, leading to an increase in web traffic while adhering to strict editorial policies
- Created over 12 pages for high-ticket affiliate clients like MSpy, Scannero, Spygnr, and uMobix, ranking on the first page of the SERPs.
- Wrote, edited, and proofread technical articles to ensure strict adherence to editorial policies, style guidelines, and factual accuracy
- Reviewed and refined content produced by other writers (page optimizations and rewrites) for clarity, technical precision, and audience appropriateness
- Performed quality control checks, including fact verification and technical accuracy review, maintaining Techopedia's reputation for reliable information
- Created well-researched technical content spanning B2B tech, B2C tech, SaaS, and consumer technology
- Collaborated with the editorial team to establish and enforce consistent content standards and style guides

Valnet (MakeUseOf): Internet Section Writer (Contract) // Quebec, Canada // January 2023 - September 2023

Technologies used: *Emaki, Frase, Grammarly, Slack, Google Suite, Annotely, Paint, Hemingway*

- Created over 25 high-ranking articles that consistently secured first-page positioning on Google's SERPs through meticulous attention to SEO best practices
- Ensured all articles met rigorous standards for quality and coherence before publication
- Utilized editorial tools including Copyscape, Grammarly, and specialized style checkers to ensure content originality and grammar precision
- Applied advanced SEO techniques during content writing and editing to enhance online visibility while maintaining natural readability
- Transformed complex technical concepts into accessible content through careful writing and optimization.

Editorial Skills

- Style Guide Implementation (AP, Chicago, MLA, and custom Brand Guidelines)
- Grammar & Syntax Precision
- Content Strategy Development & Execution
- Content Quality Control & Fact Verification
- SEO Research, Optimization & Performance Analysis
- Experience with various CMS, including WordPress, Emaki, Blogger, and Ghost
- Team Leadership & Cross-Functional Collaboration
- Content Performance Analytics & Reporting
- Proficiency with SEO & Content Tools like Semrush, Google Trends, Google Search Console, Grammarly, Copyscape, Hemingway, Annotely, and Claude AI
- Brand Voice Development & Implementation
- Project & Workflow Management
- UX/UI Content & Product Marketing Messaging
- Newsletter & Email Marketing Content
- Technical Writing & Complex Concept Communication

Education & Training

University of Lagos – BSC. Mechanical Engineering | 2024

AltSchool Africa – Diploma in Product Marketing | 2025