

DEJI SODIPE

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Content specialist, currently working as a freelance UGC creator and social media manager, with previous experience working in content design and content strategy for 2 years. 10 years' experience working in digital publishing and over 15 years working across digital media.

Strong background of team leading in content strategy and design, especially copywriting, UX, user journeys/profiles and CMS management. Extensive prior experience in social media management, social strategy content management, auditing, SEO, analytics and insights and technical website maintenance.

EXPERIENCE

Freelance UGC Creator/Social Media Manager

[April '22 – Present]

User generated content creator, predominantly in food and lifestyle, supplying high-quality, engaging UGC for top DTC brands with an end-to-end delivery process from ideation to execution, as well as freelance social media management and content strategy for small businesses. Worked with brands including Sainsbury's, hims, Coral, Too Good To Go, Greggs, Bleecker Burger, German Doner Kebab. Long term collaborator partnerships with hims and Yoodie and agencies including Subtropic, ThingyBridge, Shook Digital and Foap,

The Tree – Community Manager

[May '22 – January '24]

- Managed social media output for Leeds United FC's sponsor, Boost Drinks.
- Community management, with a primary focus on content creation, copywriting for their Twitter account.
- Watching various Leeds United games and participating in social media conversations, using reactive tweets to engage users and to position the brand as a leading contributor in sports conversations.
- Preparing and coordinating social media campaigns and competitions

EPAM Systems – Content strategist

[June '21 – June '23]

Predominantly working in the content designer role at BT during this period. Once ended, worked with Bentley on the content strategy, IA and taxonomy for the new My Bentley World app. Also worked in telecoms for Telia, conducting analysis of their workflow processes, systems and cross-collaborative opportunities to ascertain the viability of moving them onto Headless CMS to streamline their output and delivery.

SKILLS

Soft Skills

Analytical thinking
Problem solving
Idea generation
Crisis management
Relationship building
Cross-collaborative work
Verbal/written communication
Agile methodology

Technical skills

Content Design
Content Strategy
Copywriting
Content optimisation
CMS management
Website auditing
Website taxonomy
Social media auditing
Social strategy
Technical SEO
Keyword research
A/B testing
Email marketing

Programs

Google Analytics
Adobe Analytics
Google Search Console
SEMrush
Hootsuite

BT Group/EE – Content designer

[June '21 – Dec '22]

- Responsible for designing end-to-end processes and user journeys to allow customers to find the information they need, in the simplest and most effective ways possible.
- Creating, updating and reviewing content throughout all stages of the user journey, using Figma and Mural predominantly to conceptualise and test journeys for products, services and offers.
- Used Adobe Analytics to collect evidence and data of user patterns to inform our decisions
- Worked collaboratively with the user research team, and analytics team, accessibility team, SEO team to optimise user journeys and respective pages in order to deliver new digital user experiences
- Led on copywriting for major campaigns, product launches and weekly trading updates and managed content design for high profile areas of the site including homepage, shop homepage and campaign landing pages
- Led on the technical build for all merchandising, using AEM and working in conjunction with devs when needed primarily responsible
- Primarily responsible for building and testing components using experience fragments in a headless env. and executed multiple A/B tests and iterative content experiences using Adobe Target.
- Ensured all content conformed to accessibility & SEO requirements.

ACADEMIC QUALIFICATIONS

BA Honours English Literature,
Royal Holloway, University of
London, 2:1 (2012)

BA Honours Philosophy, King's
College London, University of
London, 2:2 (2007)

CONTENT EXAMPLES & ONLINE PRESENCE

Content examples can be found on:

[Instagram](#)

[Tiktok](#)

Online presence:

[LinkedIn](#)

[Facebook](#)

[Twitter](#)

REFERENCES

Available upon request

Centaur Media/Metropolis – Digital content producer **[Nov '14 – June '22]**

- Managed the website migrations for 8 respective magazines, involving: co-leading with the project manager to coordinate editorial, marketing and sales teams along with stakeholders for regular meetings to allocate tasks and monitor project progress, liaising with developers to go over technical specifications and migration processes, managing all the CMS maintenance involved to transfer all content to new CMS and ensured smooth transitions and deliver the best possible products.
- Developed content and social strategies to be used across all portfolios, aimed at maximising audience insight by driving website registrations and encouraging profiling.
- Developed content strategies to increase average number of page views and time on the site through targeted emails, better website UX and offering better related content. Increased avg. monthly page views from 298k to over 450k. Increased average dwell time from 2mins 03 secs to 3 mins 27 secs.
- Implemented digital strategies for developing and scheduling website content and social campaigns for allocated portfolios' editorial teams and SEO strategy to the digital audience reach.
- Providing in-depth analytics on our content and audience behaviours to sales, editorial and marketing teams with daily and weekly in-depth traffic reports and led stats meetings demonstrating website performance in relation to KPIs, explained web traffic fluctuations and ensured content teams were regularly updated of best performing content and types of content that users wanted, regularly presented to senior management.
- Created and managed content calendars and social media audits, all SEO, user journey enhancement and cross-brand collaborative content. Implemented cross-promotional relationship best practices between magazine and web articles to help grow traffic.
- Tested and improved the portfolio's emails and website UX and best practices.

- Led the editorial teams in optimising content for organic traffic growth and to ensure maximum exposure - e.g. one article would be re-utilised as part of galleries, listicles, Q&As, social campaigns and newsletters.
- Formulated ideas for and delivered bespoke digital projects for clients. Working to specific client-led briefs this involved conceptualising content hubs, online magazines – using Ceros and Shorthand and native content for high-profile financial services providers.
- Competitor analysis of websites, social media output and email practices. Monitored traffic levels on rival websites visited by target audience and provided regular reports to the editorial team on popular content and recommended actions.
- Supported growth of digital audiences through development of blogs, visitor commenting and other user generated content, moderated and ensured accuracy of content in compliance with the editorial strategy.
- Cross-channel community management of multiple portfolios' social channels
- Developed social media profiles and grew social media communities. Created a LinkedIn page for Money Marketing and grew followers to over 2600 and oversaw Twitter follower increase from 11.1k to 25.6k.
- Implemented a standardised method of reporting on social engagement and usage.

Gleam Futures – Brand partnerships Intern [August 2020 – October 2020]

- Took on an internship during lockdown when my company cut down our working hours to gain new skills and learning in a different sector.
- Provided support for the brand partnerships team on current projects for influencers on the company roster through research, data collation and interdepartmental information gathering and sharing.
- Creating decks showcasing influencers' talents, bodies of work and statistics.
- Creating and maintaining spreadsheets tracking campaign progress and delivery for influencers on the roster.

Telegraph Hill – Freelance community manager [May 2014 – April 2015]

- Implementing cross-channel social strategy for all social media output for popular sports betting firm, Betway.
- Cross-channel community management, primarily their Facebook and Twitter channels.
- Watching various sports and participating in social media conversations, using reactive tweets to engage users and to position the brand as a leading contributor in sports conversations.
- Preparing and coordinating social media campaigns and competitions
- Managing paid social campaigns
- Customer services support – responding to queries and problems.