Oyinlola Lawal

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PROFESSIONAL PROFILE

Digital communications and content strategist with 7+ years' experience building brands and delivering integrated campaigns across energy, fintech, B2B and consumer sectors. Combines strategic thinking with hands-on execution, translating complex business priorities into clear, engaging digital storytelling that builds brand visibility, audience engagement and equity. Experienced in corporate communications, social media strategy, content marketing and performance reporting, with a track record spanning corporate and agency environments, including campaigns reaching 5M+ users.

CORE EXPERTISE

Digital Communications • Corporate Communications • Social Media Strategy & Community Management • Integrated Campaigns • Corporate Storytelling • Content Strategy & Development • Website & CMS Management • Digital Performance Analytics & Reporting • Event Communications & Amplification • Stakeholder & Vendor Management • Internal Communications

TOOLS & PLATFORMS

Google Analytics • Google Search Console • Brand24 • Hootsuite • Statusbrew • Meta Business Suite • LinkedIn Analytics • YouTube Studio • X Analytics • Semrush • Ahrefs • WordPress • Webflow

PROFESSIONAL EXPERIENCE

OPSL (Oando Energy Resources)

Digital Communications Officer Dec 2025 – Present

- Plan and coordinate digital and social media content across Oando's platforms, aligning publishing schedules with corporate communications priorities, campaigns, events and business objectives.
- Manage social media community engagement, monitor audience sentiment and flag potential reputational risks, with heightened social listening and timely escalation during sensitive corporate moments, including financial results releases and AGM season.
- Shape the GCE's digital visibility by developing monthly content calendars, amplifying key interviews and speaking engagements, curating speech highlights for the "JAT's Notes" series, and analysing monthly performance and media mentions to identify opportunities for improvement.
- Oversee Oando's website content and work with IT on site management and maintenance.
- Produce monthly digital performance reports and campaign analyses to guide communications planning.
- Manage creative production partners across videography, photography and storytelling, from briefing and fee negotiation to final delivery.

ACHIEVEMENTS

- Ideated, developed and executed the digital amplification campaign for the National Wind Resource Capacity Report, coordinating subject-matter experts and internal stakeholders to translate the report's key findings into engaging digital content and extend its reach across Oando's digital platforms.
- Led Oando's end-to-end participation in Africa Oil Week: Energy 2026, coordinating stakeholder engagement, speaker selection, digital storytelling, media coverage, campaign amplification and event delivery.
- Led the end-to-end development and digital amplification of Oando's 2025 Annual Report, from concept and design through publication, and developed video and social content for the 47th AGM to extend the report's visibility.
- Developed and executed digital campaigns across corporate, culture and commemorative priorities, including the World In 2026, Women in STEM and International Women's Day, using employee-led storytelling and engaging digital formats to strengthen brand visibility and audience engagement.
- Contributed to growing Oando's social media following from 588,957 to 641,735 (+9%) in 10 months, while delivering 4.19M year-to-date impressions against 3.72M recorded in 2025 (+13%).

Credit Direct Finance Company Limited

Content Marketing Specialist Jun 2024 – Nov 2025

- Led content marketing across all touchpoints: audio, visual, and written content, blogs, templates and checklists, third-party newsletters, and research notes.
- Delivered go-to-market content and multi-channel promotion for the Credit Direct App launch, contributing to 150K+ downloads.
- Led the end-to-end internal launch and employee engagement for the soft launch of the Yield investment platform and Checkout buy-now-pay-later product, with employees as the first customers.

- Led the internal engagement campaign for 2025 Customer Service Week, translating employee and customer insights into a full-month experience featuring CX team pulse checks, customer testimonials, themed dress codes, interactive trivia, a photo booth and a physical raffle draw.
- Managed the "This Is Credit Direct" brand campaign, increasing brand awareness by 60% through influencer partnerships and digital strategy.
- Spearheaded SEO and content optimisation, increasing domain authority by 24% from 29 to 36.
- Pioneered and hosted Credit Direct's podcast, generating 74K+ listens and strengthening the brand's thought-leadership presence.
- Managed website content publishing and wrote all the UX copy for the move from WordPress to Webflow as the sole UX writer.
- Developed a crisis management plan and supported communications during near-crisis customer situations.
- Coordinated creative and media partners; managed an internal communications intern and a social media manager.

Noah's Ark Communications Limited

Content Manager May 2022 – Jun 2024

- Built content marketing strategies for fintech, consumer goods and B2B brands, covering campaign planning, content development and digital execution.
- Managed social media community engagement for client brands, monitoring audience conversations and feedback, supporting timely responses and escalating emerging reputational issues where necessary.
- Supported executive profile communications for corporate clients, developing leadership content to strengthen executive visibility and brand positioning.
- Pitched campaigns and developed digital strategies for 12+ brands, including Polaris Bank, UBA-Leo, Bitnob the Alternative Bank and Interswitch.
- Designed a digital roadmap for Mouka Foam that secured 100% stakeholder approval and supported account acquisition.
- Executed campaigns for Unilever Nigeria's Rexona around the FIFA Women's World Cup, AFCON and the Access Bank Lagos City Marathon, reaching 5M+ users.
- Introduced growth frameworks for fintech clients that improved user onboarding by 45% and reduced customer acquisition cost by 30%.
- Coordinated creative production partners and supervised two NYSC interns.

Jobberman Nigeria

Youth Engagement Specialist Sep 2020 – May 2022

- Expanded the Young Africa Works partnership with the Mastercard Foundation by 35% by bringing companies, schools and other organisations into the partner network.
- Facilitated soft-skills training and employability workshops, and delivered webinars and events reaching 6,000+ job seekers.
- Introduced paid services, including CV rewrites and workshops, generating over ₦1 million in additional monthly revenue.
- Grew the user base from 2,000 to 5,500 and increased monthly active users by 30% through acquisition and retention initiatives.

Agency & Consulting Experience

Content, Communications and Digital Marketing roles 2019 – 2024

- Contributed to content development, communications, digital marketing and client growth across Remode, Gage Awards, Endive Digital and DearDesigner.
- Created acquisition and content strategies for 15+ clients across fintech, hospitality and consumer sectors; grew MySpecta from 2,000 to 4,500 followers and improved Travel Lotus engagement by 7%.

EDUCATION

B.A./Ed. English Language, 2019 Obafemi Awolowo University, Osun, Nigeria

Integrated Brand Experience, 2023 Orange Academy, Lagos, Nigeria

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Take The Lead, eCornell University (2024) • Google Analytics, Google (2022) • Write to Ignite: Sales Copy & Copywriting, Udemy (2021) • 21 Days of Branding, OL Academy (2021) • Google Digital Garage (2019)