

OLAMILEKAN LAWAL MICHEAL

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PROFESSIONAL SUMMARY

Content strategist and thought leadership writer with 7+ years of experience helping B2B and B2C brands turn complex ideas into content that builds authority. Has written for brands across SaaS, ERP, finance and payments, legal, health and wellness, and professional services, for startups, founders, and executive teams. Combines audience insight with storytelling to create clear, relevant content that strengthens brand messaging and supports business objectives.

NOTABLE ACHIEVEMENTS

- 700K+ organic visits to content written for Elevate Holistics.
- 80+ keywords ranked on Google's first page across client websites.
- 1,000+ articles and web pages published for B2B and B2C brands.
- 99+ guest posts written for IDT Corporation's fintech brands, with a 90%+ first-draft acceptance rate.
- 64+ points of domain authority growth across client websites, as part of wider link building efforts.
- Byline in The Financial Brand, Trade Finance Global and Global FinTech Series.
- Top Rated Plus status on Upwork, a badge held by the top 3% of talent on the platform.

WORK EXPERIENCE

IDT Corporation

Dec 2024 – Present

Copywriter

- Write research-driven guest posts for BOSS Revolution, BOSS Money, and Awards2Go on money transfers, remittances, fintech, and payments for third-party finance and business publications: 99+ to date, with a 90%+ first-draft acceptance rate.
- Shape each piece to the publication's editorial standards and audience, with brand links placed in context rather than as advertising.
- Earned bylines in The Financial Brand, Trade Finance Global, and Global FinTech Series.

Alliance Virtual Offices

Apr 2024 – Apr 2025

Content Writer

- Produced 100+ long-form articles covering virtual offices, remote work, business addresses, and small business operations.
- Researched topics around search intent and audience needs, turning unfamiliar business services into clear, useful resources for entrepreneurs while maintaining AVO's established brand voice.
- Worked from detailed briefs to develop SEO-focused content aligned with the brand's content goals and target audience.

Elevate Holistics

Apr 2021 – Nov 2023

Content Writer

- Wrote hundreds of long-form articles over nearly three years; the content drew 700K+ organic visits.
- Built out state-specific guides on marijuana laws, medical cards, qualifying conditions, applications, and renewals as the company expanded into new states.
- Collaborated with Elevate's SEO team, turning topic and keyword targets into clear, patient-focused content.
- Several articles reached Google's first page, including multiple #1 rankings.

NNC Services

Mar 2019 – Dec 2022

Freelance Copywriter & Content Writer

- Wrote actionable blog posts and short-form content focusing on the tech industry, especially Software-as-a-Service (SaaS) products.
- Provided content services tailored to the specific needs of several clients, delivering within the agreed-upon time frame in alignment with business plans, growth, and goals.
- Worked closely with project managers to brainstorm ideas for content that conforms with the client's brand story and messaging.

EDUCATION

Ajayi Crowther University, Oyo State

BSc, Business Administration

2025

The Polytechnic, Ibadan

HND, Business Administration and Management

2017

CERTIFICATIONS

- **Northwestern University** – High-Performance Collaboration: Leadership, Teamwork, and Negotiation
- **University of California, Davis** – The Strategy of Content Marketing
- **HubSpot** – Content Marketing Certificate
- **HubSpot** – Inbound Certificate
- **HubSpot** – Social Media Marketing
- **Google** – Foundations of User Experience (UX) Design

SKILLS & TOOLS

Strategy & writing: Content Strategy | Creative Strategy | Long-Form Content | Web & Blog Writing | SEO Writing | Copywriting | LinkedIn Content | Editorial Planning | Content Calendars | Content Editing & Quality Control | AI-Assisted Content Workflows

Research: Keyword Research | On-Page SEO | AEO/GEO Content | Content Research | Competitor Research | Semrush | Ahrefs | Google Analytics

Design & web: Canva | WordPress | Website Content Management

Tools: Google Workspace | Microsoft Office | Slack