

LOLOADE ALAKA

CONTENT EXPERT

BIO

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STATEMENT

Skilled in storytelling and communications, with 9 years of core experience in media, commerce, publishing, global advocacy; and an academic background in design. A go-getter who rose to Managing Editor at 24 years old.

PROJECTS

Quramo Festival of Words (QFEST)

An annual five-day nonprofit literary arts and culture festival headquartered at Eko Hotels & Suites, Lagos.

2023: Festival Director
2022: Communications Lead
2021: Event Coordinator
2020: Event Coordinator
2019: Event Coordinator

Key Achievements:

- Delivered over NGN10m in sponsorships over a one-month period, from the Embassy of Ireland in Nigeria and Mikano, for the 2023 edition
- Secured partnerships from Megalectrics Ltd., Pulse, The Republic Journal, TVC News, Roving Heights Bookstores, and more, for the 2023 edition
- Attracted 1000+ attendees per day, a record-high number, and increased social media engagement by 89% for the 2022 edition as digital communications lead

VOLUNTEER WORK

Public Awareness Writer

STAND TO END RAPE ORG. | OCTOBER - NOVEMBER 2016

Responsibilities:

- Drafted press releases and public awareness copy
- Drafted fundraising letters, emails, pitches and proposals

Independent Monitor

WORLD HEALTH ORGANIZATION | JANUARY - MARCH 2016

Responsibilities:

- Part of a team of monitors for the IDPS and Measles vaccination programs in Cross River State, Nigeria
- Quality control on the administering of the vaccines by local nurses
- Presenting forms and reports showing data statistics of vaccine beneficiaries
- Door-to-door visits and interviews of vaccine beneficiaries

Corps Member

NATIONAL YOUTH SERVICE CORPS | OCT 2015 - OCT 2016

Key Achievements:

- Certificate of Commendation from the Cross River State Coordinator, NYSC, 2016.
- Secretary General, Charity CDS Group, NYSC, 2016.
- Financial Secretary, 5 Platoon, Obubra Orientation Camp, NYSC, December 2015.

LANGUAGES

English Native
French Basic (A2)

WORK EXPERIENCE

Communications Lead, Strata Advisory

LAGOS, NIGERIA | DECEMBER 2025 TO DATE

Responsibilities:

- End-to-end corporate brand communications strategy for local market adoption, stakeholder trust, and measurable growth across digital and ecosystem channels.

Key Projects:

- Full brand storytelling and UI/UX writing for MTN's new MyKiya ecommerce platform.
- Full brand strategy, cultural storytelling and UI/UX writing for Abia State Govt.'s Aba Digital Mall ecommerce platform.

Managing Editor, African Women in Media (AWiM)

PAN-AFRICAN | FEBRUARY 2025 TO JANUARY 2026

Key Achievements:

- News and feature coverage and media partner monitoring of the two-day AWiM2025 Conference at the African Union Commission (AUC) Headquarters, Addis Ababa
- Supervised 3 VAWG reports across Francophone Africa in partnership with the African Women Development Fund (AWDF) and UNESCO.
- Commissioned and edited 25 investigative journalis on underreported women migration reports across Africa for Move Africa 2025, in partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) and the AU.
- Commissioned and edited 6 gender-based reports, in partnership with Fojo Media Institute, Sweden.
- Led a fellowship to draft a comprehensive, authoritative Gender Journalism Stylebook that promotes gender-inclusive and sensitive reporting, to be released in newsrooms across Africa in 2026.

Content Lead, DIARY OF A NAIJA GIRL

DANG! LIFESTYLE LTD. | LAGOS, NIGERIA | MARCH TO DECEMBER 2025

Past Roles:

Senior Content Strategist NOVEMBER 2023 TO OCTOBER 2024

Key Achievements:

- Achieved Wikipedia placement for the founder through editorial publications on credible platforms like Marie Claire Nigeria, The Guardian, Business Day, PUNCH Newspapers and Pulse.
- Full content and media publicity coordination at the inaugural DANG Women Fest in April 2024.
- Curation and design of the weekly DANG Woman series that spotlights Nigerian women doing great work across fields, particularly those who receive less PR.
- Started a content campaign to build a database of community members by getting them to fill out a digital form and survey, documenting 6000+ members in the first week
- Led the content team to grow the new TikTok account from 197 followers and 103 likes to 3k+ followers and 22.8k likes in two months

Content Strategist, Lagos Free Zone

TOLARAM GROUP PLC. | LAGOS, NIGERIA | JUNE 2024 TO JULY 2025

Responsibilities:

- Weekly SEO content research, writing, marketing, growth analytics and data reporting
- Infographics and UX design according to brand guidelines
- Omnichannel content creation strategy for LinkedIn, X (Twitter), Facebook and Instagram

Key Achievements:

- Created B2B content that boosted engagement by 45% on social media
- 200%+ increase in website page views and users in the first month

Content Editor, Marie Claire Nigeria

GUARDIAN NEWS LTD. | LAGOS, NIGERIA | AUGUST TO SEPT 2024

Key Achievements:

- Led a team of category editors, writers and creators to develop multimedia content that grew audience engagement by an average of 60% month-on-month and drove new subscriptions.
- Led content coordination of the Lagos Canvas Event at the US Consul's Residence, in partnership with EbonyLife.
- Led the editorial team to increase output from 35+ articles to 100+ high-quality articles per month, growing from 2000+ weekly page views on the website to an average of 9000, exceeding engagement targets.
- Introduced a project tracker sheet and weekly editorial report template, improving efficiency and transparency across the team.
- Developed a weekly editorial submission and publishing schedule to streamline workflow and ensure timely content delivery.
- Launched a learning and development program for the team, incorporating book readings and digital courses to foster continuous growth.

SKILLS

Writing (Creative, Copy, Journalistic)
Editing (Substantive, Copy, Proofreading)
Strategy (Content, Brand, Communications)
Management (People, Project, Resource)
Marketing (Content, Digital, Growth)
Growth & Data Analytics
B2B and B2C Marketing
Use of Microsoft Word, Excel & PowerPoint
Use of Canva, CapCut, WordPress & MailChimp
Use of Google Workspace, Slack, Notion & Airtable
Use of Adobe InDesign

CERTIFICATES

Introduction to Digital Journalism
Reuters Online | 2023

Practical, Technical & the Business of Editing
Society of Book & Magazine Editors of Nigeria | 2018

DELFI A2 Certificate in French
Alliance Francaise | 2016

EDUCATION

Bachelor of Science in Architecture
COVENANT UNIVERSITY | 2015

- Press Secretary, Covenant University Student Council
- Head, Student Press and Media Unit (2014 – 2015)
- Chairman, Planning Committee of the annual "Redefinition" Fashion Weekend (2015)
- Acting Public Relations Officer, Society of Architecture Students (S.A.S.), 2014

Key Achievements:

- First Non-Mass Communications major to be appointed Press Secretary
- Leadership Award, Covenant University Graduating Students Award, 2015
- Award for Excellence in Service, Press and Media Unit
- Certificate of Leadership, College of Science and Technology, 2015

High School Diploma

RAINBOW COLLEGE | 2010

- WASSCE, GCE
- 4.8 CGPA

Key Achievements:

- Graduated Overall Third Best Student
- First A1 in English in the School's WASSCE/GCE History
- School Honor Roll Member (2005 – 2010)
- Best in Geography and Physics, 2010
- Academic Excellence in English, Visual Arts, Chemistry, and Mathematics, 2010
- Best in Physics and Chemistry, 2009
- Best in Mathematics, Fine Arts and French, 2007
- Award for Consistency in Excellence, Rainbow College, 2006

REFERENCES

To Protect the
Privacy of my References
This Information Is
Available on Request

Senior Editor, Z!KOKO

BIG CABAL MEDIA LTD. | LAGOS, NIGERIA | APRIL 2022 TO JULY 2024

Key Achievements:

- Produced high-engagement digital content, specialising in viral articles, video storytelling, and community-driven features for a broad audience.
- Led a team of editors, writers, videographers, content creators and community managers to develop multimedia content with multiple viral results across social media, email marketing and website.
- Scored A (97%) in the H1 2023 appraisal and received a letter of commendation from the CEO
- Co-led the HERtitude annual community event team for the first three editions
- As the "Love Life" editor, wrote and published **the first Zikoko story** in two years to reach 60k+ webpage and 2m+ Twitter views in one day, leading to the series gaining its first sponsors
- Collaborated with the tech team on the successful relaunch and transfer of website content in March 2023
- Created a new style guide, a daily content submission schedule, an annual editorial calendar and a biannual content audit that increased newsroom output by an average of 70% month-on-month
- Awarded best new recruit of my batch after onboarding

Managing Editor, QURAMO Publishing

QURAMO GROUP LTD. | LAGOS, NIGERIA | JANUARY 2021 – MARCH 2022

Past Roles:

Senior Editor JANUARY 2020 – DECEMBER 2020
Junior Editor MAY 2018 – DECEMBER 2019
Executive Trainee NOVEMBER 2017 – APRIL 2018

Key Achievements:

- Member of the editorial and production team behind Netflix's "Journey of an African Colony" (in partnership with Quramo Productions), a documentary adaptation of Quramo-published book, "A Platter of Gold".
- Worked with the co-founders to conceive and execute the annual five-day literary festival, Quramo Festival of Words in 2019
- Secretary to the annual Quramo Writers' Prize Panel of Judges for three consecutive years, which produced six bestselling fiction books under the publishing house
- Lead editor of the 'Dust to Dew: A Memoir by Betty Irabor' publishing project which sold out 3000 copies in the first 6 months, a company record

Editor-at-Large, KAWÉ BOOKS

KAWÉ AFRICA LTD. | LAGOS, NIGERIA | APRIL 2022 - MARCH 2023

Responsibilities:

- Recruited, built and managed the editorial team for the new company
- Created, planned and coordinated book sales and promotion strategy
- Curated, commissioned, reviewed, edited and proofread manuscripts
- Drafted and reviewed key press releases, articles, social media and website content, proposals and pitches

Copy Editor, NATIONAL TODAY

TOP AGENCY | TEXAS, USA | SEPTEMBER 2021 - JULY 2022

Responsibilities:

- Edited content for global calendar-based marketing platform National Today
- Copyedited and proofread before website publication
- Revised edits in accordance with the style guide and feedback from National Today

Communications Associate, MITEE Network Ltd.

CREATIVE AGENCY | LAGOS, NIGERIA | JANUARY – NOVEMBER 2017

Responsibilities:

- Drafted and edited ad copy, articles, and corporate content for MTNN, FIRS, etc.
- Managed social media and online brand visibility for multiple brands
- Managed internal communications and corporate correspondence

Key Projects:

- Editorial Team Member for the MTN Nigeria 2017 'Inside Marketing Q3' Journal
- Editorial Team Member for the MTN Foundation 2017 Annual Report publication

Content Editor, HEAR AND PLAY

JERMAINE GRIGGS | CA, USA | JANUARY – APRIL 2017

Key Project:

- Transcribed and edited the founder's Facebook Live recordings and compiled them into a manuscript for publishing

Customer Service Intern, Royal Exchange Healthcare Ltd.

ROYAL EXCHANGE PLC. | LAGOS, NIGERIA | AUGUST – NOVEMBER 2015

Key Achievement:

- Recipient of a letter of recommendation from the HR department