



# SARAH OLALEYE

## Freelance Writer

Professional Freelance Writer with 12 years of experience writing for a variety of individuals, businesses, platforms, and digital media.

Committed to developing original and unique content based on the needs of the client. Capable of writing about a variety of topics and skilled in performing research and creating quality content.

### EDUCATION

#### Caleb University

BSC Accounting 2014 - 2018

### CERTIFICATION

Sep 2021 · LinkedIn

Grammar Girl

Jul 2021 · LinkedIn

Editing and Proofreading

Jul 2020 · LinkedIn

Writing Articles

### WORK EXPERIENCE

#### BLOGGER

08/2017 - Present

Sarah Olaleye's Blog (avidinspire.com/)

- Generated, researched, and wrote ideas for blog posts.
- Edited, published, designed, and promoted new posts using advertisements, emails, and social media to attract new readers.
- Maximized site traffic by using Search Engine Optimization keywords.
- Implemented SEO strategies and got a post on the first page of Google SERP and another post made number 2 on Yahoo out of 29 million search results.
- Managed and designed the blog's website with WordPress CMS by using themes and plugins.

#### EDITOR

06/2020 - Present

PAROUSIA Reads & Magazine

- Edited 15 published chapbooks, 50+ web content, stories, magazine issues, ebooks, and novels for local and international writers.
- Planned, coordinated, and reviewed submissions before they are published in books, magazines, or on the websites.

#### FREELANCE WRITER

12/2020 - Present

Sarah Olaleye Co.

- Researched and wrote unique and original content in accordance with clients' preferences and guidelines.
- Communicated with clients to ensure content comes out as expected.
- Wrote over 100+ online content, ghostwritten books, novels, and articles.
- Created content and managed social media platforms for brand.

#### FREELANCE CONTENT

1/2021 - 4/2021

#### & WEB WRITER

Deedees Media

- Researched product-based content and wrote how-tos and best content for online digital publication.
- Reviewed product and wrote ghostwritten copy for publication on client's website.
- Edited and published written content on client's website

## CONTACT

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[in Sarah-olaleye/](https://www.linkedin.com/in/Sarah-olaleye/)

## EXPERTISE

- Content Writing
- Story-telling
- Social Media Marketing
- Research
- Editing
- SEO
- Content Creation
- Canva
- Wordpress

## ACCOMPLISHMENT

- Founder of FRECO  
(Association of Freelancers  
in Nigeria)

## PUBLICATION

- The Tombstone of Monsters (Fantasy  
Novella)
- Published on Amazon 2017 under  
the pseudonym, Sara Winters



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## WORK EXPERIENCE

**EDITORIAL ASSISTANT**  
Narrative Landscape Press

5/2021 - 10/2021

- Managed editorial and administrative tasks, such as scheduling meetings, reviewing manuscripts for any errors, and planning publication deadlines.
- Worked alongside the Chief editor to plan, implement, and manage the publication schedule.
- Performed all administrative duties, such as answering the telephone, replying to emails, and setting up meetings.
- Managed social media platforms by posting content and engaging with the company's online community.
- Edited and proofread books by notable writers like Chimamanda Ngozi Adichie, Yejide Kilanko, and Sunday Mbang.

**FREELANCE WRITER & EDITOR**  
Pneuma Writing Services

10/2021 - 12/2021

- Researched and wrote over 30 original articles on a monthly basis.
- Edited and proofread articles and books by ensuring it adhered to the in-house style guide.
- Maintained the writer's tone, voice, clarity, flow, and structure of the content while performing edits.
- Ghostwrote youtube scripts, faith-based articles, business articles, fiction and non-fiction stories.

**BLOG WRITER AND RESEARCHER**  
Afrikans in Diaspora Radio

10/2021 - Present

- Researched content on African history, food, culture, and way of life.
- Wrote, edited, designed, and published posts on the blog's website.
- Managed website and responded to all website issues.

**FREELANCE COPY EDITOR**  
National Today

11/2021 - 1/2022

- Edited, Proofread, and fine-tuned the works of content writers.
- Fact-checked, researched, and verified content information provided by writers.
- Ensured to edit and proofread content by adhering to the in-house style guide.

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