

MORENIKE ADEBAYO

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PROFILE

A multimedia writer with an in-depth knowledge of internet and pop culture, who is tuned into social media marketing, platforms and trends.

CAREER EXPERIENCE

Jun 2017 - present **Social Media Assistant, AMC Networks International UK**

- Write compelling and engaging copy to promote award-winning must-see TV, such as Fear the Walking Dead, Better Call Saul, and Ride with Norman Reedus, for AMC UK's website and social channels, including Facebook, Twitter and Instagram.
- Create videos and GIFs of stand-out TV moments and utilise my vast meme knowledge to make [attention-grabbing](#), [funny](#) and [shareable content](#) for social media audiences.
- Curate an attractive digital presence and engage with fans in the brand's tone of voice through community management on AMC UK's social channels.

Feb 2016 - Jun 2017 **Social Media Assistant, MailOnline**

- Wrote sharp, shareable tweets and posts, and tailor content for the MailOnline's 11 million social media followers on Facebook, Twitter, and Instagram.
- Was solely in charge of live-tweeting the 2016 Brit Awards on the Daily Mail's Showbiz Twitter ([@DailyMailCeleb](#)), alongside creating GIFs from the event's livestream, and interacting with official and audience-generated trending hashtags. Achieved 3.9 million impressions, and a 4.5% engagement rate with over 32,900 link clicks, 5,800 retweets, and 10,200 likes driving traffic to MailOnline's Brit Awards microsite.
- Maintained sole control of the MailOnline's Instagram ([dailymail](#)) with the aim of growing follower count by sourcing photos from the MailOnline's articles. Increased followers from approximately 50,000 to over 200,000 by consistently posting interesting content.

Sep 2015 - Dec 2015 **Editorial Fellow, BuzzFeed UK**

- Generated ideas based on weekly themes to create original, funny, and informative content for the Buzz, News, Science, Celeb, and Life sections of the website, while also learning about BuzzFeed's editorial standards and ethics guide.
- Observed a surge in people complaining about Amazon's excessive use of packaging so I structured an amusing post titled "[27 Times Amazon Packaging Needed To Chill The F*** Out](#)", curating examples from various users' social media. This post trended on BuzzFeed's website with over 600,000 views, and reached the daily Top 10 of BuzzFeed posts.

May 2014 - Sep 2015 **Writer, MCM BUZZ**

- Pitched and wrote articles on the latest pop culture and entertainment news, with a focus on the Marvel and DC superhero genre, including trailer and film reviews.
- Reported live from the UK's biggest modern pop culture event, London Comic Con, on special guest panels featuring Q&As with film and TV stars, such as Daniel Radcliffe for *Horns*, and Aisha Hinds and Mackenzie Lintz for CBS' TV adaptation of Stephen King's *Under The Dome*.
- Interviewed comic book writers, webcomic creators, and graphic designers, and reported from press events for upcoming films, such as *Into The Woods* for long-form features.

CAREER EXPERIENCE CONTINUED

May 2015 - Aug 2015 Editorial Assistant, *IFLScience*

- Pitched, researched and wrote 5-10 articles daily on popular science, technology and the environment, conducted interviews with innovators within these industries, reaching an audience of 45 million monthly unique visitors.
- With many online organisations observing World Turtle Day on May 23, I wrote “[Happy World Turtle Day](#)” as a handy intro to the turtle to mark the occasion. With over 196,000 shares and over 139,000 likes, this article was featured in Most Popular posts on IFLScience’s website and as a pinned post on IFLScience’s Facebook.

Nov 2014 - Feb 2015 PR, Marketing & Social Media Intern, *Coffee, Cake & Kisses*

- Promoted a central London-based cafe and generated public interest ahead of its launch by writing informative, entertaining content on the company’s blog, Facebook, and Twitter.
- Maintained the cafe’s online presence with regular updates about the cafe’s progress with photos, conducted mini Q&A sessions with the cafe’s founders and staff as a “Meet the Team” series, and engaged with potential customers by responding promptly to questions.
- Wrote and designed a media kit about the company, its founders, history, and ethos for promotional PR, available as a downloadable PDF and in print form.

CERTIFICATES

Jan 2017: How Journalists Can Best Utilize Facebook and Instagram, Facebook eLearning Program

Jan 2017: Connect and Engage With Your Audience Using Facebook Live, Facebook eLearning Program

Mar 2017: Instagram for Business, General Assembly

SKILLS

Copyediting, proofreading, fact-checking: Practised in Microsoft Office, quick to learn house styles.

Design: Skilled in Adobe Creative Suite and creating GIFs.

Social media: Proficient with social media, social media CMS, and social media analytical software.

EDUCATION

2010 - 2014: BA Educational Studies, University of York (2:1)

2007 - 2010: A Level Chemistry, Maths, Photography, Psychology

REFERENCES

Tara Brady, Deputy Social Media Editor, MailOnline - tara.brady@mailonline.co.uk - 0203 615 1487

Hannah Jewell, Senior Staff Writer, BuzzFeed - hannah.jewell@buzzfeed.com - 07817 409 337