USMAN SUNDAY ADEPOJU

Managing Editor | AI Content Operations

Lagos, Nigeria | +234-9166-289-460 | adepojuusman05@gmail.com | LinkedIn Profile

PROFESSIONAL SUMMARY

Managing Editor at GrowthX AI, leading SEO and AI-visibility content operations across enterprise B2B accounts, including Netwrix, Brex, and Outreach.ai. Builds and runs the AI-assisted editorial workflows (AirOps, Airtable, LLM prompt engineering, YAML pipeline configuration) that keep multi-account publishing, QA, and AEO/GEO optimization running at scale.

WORK EXPERIENCE

Managing Editor *GrowthX AI*

April 2026 – Present • Remote, United States

- Lead SEO and AI-visibility editorial strategy across enterprise client accounts, including Netwrix (cybersecurity/IT) and Outreach.ai (sales engagement), aligning content planning, optimization, and publishing workflows with client performance goals.
- Manage cross-functional content operations, coordinating writers, editors, and engineering to keep multi-account publishing (14–25 articles per month per account) moving through staging, QA, and CMS publication.
- Netwrix's content program holds a #4 of 20 ranking in AI-search visibility (CheckThat) and posted its most efficient month of the engagement in July 2026: organic clicks up 9.9% month over month on a shrinking impression base, with conversions rising from 6 to 18.
- Supported Outreach.ai's content operations through a full domain migration (outreach.io to outreach.ai), helping the account maintain its #1 AI visibility position against Gong, Salesloft, Clari, and Apollo, and grow AI citation share from 56% to 69%.

AI Content Manager - *GrowthX AI*

April 2025 – March 2026 • Remote, United States

Promoted to Managing Editor

- Built and maintained AI-assisted workflows using AirOps, Airtable, and LLM platforms to scale content operations across client accounts in B2B SaaS, AI technology, Cybersecurity, Finance and professional services.
- Developed prompt engineering strategies for ChatGPT and Claude that improved first-draft quality and reduced editing time across client deliverables.
- Applied AEO and GEO principles to content briefs and outlines, improving how client content is interpreted and surfaced by LLMs and AI search platforms.
- Evaluated LLM-generated outputs and ran post-processing refinement passes in Claude before publishing.
- Collaborated cross-functionally with engineering and content teams to adjust workflow logic, including YAML pipeline configurations, in response to client requirements and content performance.

SEO Content Writer *FigPii*

August 2022 – May 2025 • Remote, United States

Concurrent with Lendastack from March 2024

- Wrote SEO-driven blog posts and website content focused on increasing organic traffic and brand visibility for a B2B SaaS product in the CRO space.

- Optimized existing content through keyword research, internal linking, on-page structure, and metadata improvements.
- Conducted SEO audits and implemented recommendations to improve content performance and search visibility.
- Collaborated with the marketing team to create conversion-focused content for campaigns, case studies, and landing pages.
- Analyzed content performance using Google Analytics (GA4), Google Search Console, and Ahrefs to inform content strategy and iteration.

UX Content Writer ***Lendastack*** *March 2024 – May 2025 • Lagos, Nigeria*
Concurrent with FigPii

- Crafted clear, concise, user-friendly microcopy, onboarding flows, tooltips, and in-app messaging for financial products.
- Developed content for loan applications, dashboards, and transactional notifications to ensure seamless user interactions.
- Worked closely with product managers, designers, and developers to align content with user needs and regulatory compliance.
- Conducted user research and competitor analysis to refine messaging and enhance clarity for complex financial processes.
- Wrote and structured help center documentation and FAQs to support user self-service and reduce friction.

UX Content Writer ***Scorefam Sports*** *March 2021 – August 2022 • Remote, Tortola Island*

- Wrote and maintained Web3 documentation, including guides on smart contract interactions, wallet integrations, and decentralized gaming processes.
- Collaborated with developers, product managers, and designers to align content with product functionality and user needs.
- Conducted user research and usability testing to refine messaging for both crypto-native and first-time Web3 users.
- Ensured content adhered to Web3 best practices while maintaining clarity and accessibility across all user touchpoints.

EDUCATION

University of Lagos, Lagos, Nigeria
Bachelor of Science, Computer Science

CERTIFICATIONS

- Google UX Design Professional Certificate, Coursera — 2021
- Content Marketing Certification, HubSpot Academy — 2026

DIGITAL TOOLKIT

AI & Content Operations: AirOps, Airtable, Prompt Engineering (ChatGPT, Claude), AEO/GEO Strategy, YAML Workflow Configuration

SEO & Analytics: Google Search Console, Google Analytics (GA4), Ahrefs, SEMrush, SEO Minion, SurferSEO

Content Platforms: WordPress, Webflow, Contentful, Framer, Notion

Collaboration & Tools: Linear, Canva, Google Docs, Claude, ChatGPT, Perplexity