

TOYIN ADEYEMI

CONTACT



Washington, DC - Baltimore Area



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www.toyinadeyemi.com

EDUCATION

COLUMBIA UNIVERSITY

New York, New York
Master of Fine Arts
Writing (Fiction)

WELLS COLLEGE

Aurora, New York
Bachelor of Arts,
English Literature

SKILLS

- Agile Leadership
- Creative brand strategy
- Storytelling for brand resonance
- Proposal Writing and responses to RFQ and RFPs.
- Public relations & Media campaigns
- Project Management
- Education & Training
- Writing, Technical Writing
- Communications
- Leadership & People Management
- Asana, Trello, Monday.com
- Cybersecurity
- PowerSchool Student Information System (SIS)
- Marketing: social media, content development, branding, copywriting, editorial leadership.

ABOUT TOYIN

Versatile leader with an Ivy League Master's in Writing and 15 years of experience in Communications, including Technical Writing, Copywriting, and Brand Strategy. Proven impact in Editorial Leadership and Content Strategy for brands like Microsoft, Macy's, and Columbia Business School, with significant increases in user satisfaction, customer acquisition, and project efficiency. Experienced in leading cross-functional teams to deliver high-quality content and aligning strategies with business goals for measurable success. Additionally, Toyin teaches evening classes at two Maryland colleges.

SELECTED EXPERIENCE

ENGLISH PROFESSOR

University of Maryland, College Park, Sept. 2024 - Present
College Park, MD

This position entails teaching evening courses in composition and advanced writing courses tailored to healthcare professionals. Professorship includes developing and delivering curricula designed to strengthen students' critical thinking, research, and professional communication and writing skills.

SENIOR WRITER

Outlier AI, March 2024 - Present
Remote

Responsibilities for this startup include:

- Assessing the quality of AI-generated writing based on factuality, completeness, brevity, and grammatical correctness.
- Editorial leadership in reviewing and auditing the work of fellow human writers.
- Training the AI model to learn what constitutes exceptional writing.
- Enhancing AI models for leading companies in innovative industries.

EDITORIAL DIRECTOR

Green Project Solutions Group, July 2015 - June 2020;
Oct. 2023 - May 2024
Remote

In addition to developing written content campaigns and establishing strategic partnerships:

- Spearheaded the end-to-end management of client projects, successfully initiating, planning, coordinating teams, and communicating with clients. My efforts in budget and resource management, risk management, quality control, and project closure led to a 20% increase in project efficiency and a 15% reduction in project costs.

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CEO & FOUNDER

ALCG Media Group LLC, Jan. 2023 - Present
Washington, DC

Responsible for guiding writers and supporting emerging literary talent as they seek out book deals.

- Facilitating collaboration with literary agents and publishing industry professionals.
- Playing a pivotal role in positioning ALCG Books as a champion of literary voices.
- Quality management and control.

EDITORIAL MANAGER, BRAND STRATEGY, CREATIVE SERVICES

Boeing Employees Credit Union, July 2020 - April 2023
Remote

Responsibilities included:

- Grant management oversight for the Green Equity Initiative Project (2021), led by BECU. Collaborated with internal stakeholders in selecting award grantees. Planned and co-managed full grant cycle.
- Took on a multifaceted role encompassing Editorial, Creative Leadership, and Product Marketing Manager responsibilities, leading to a 30% increase in campaign effectiveness and engagement within the first year.
- Directed the strategic course of written marketing campaigns, resulting in a 20% - 35% improvement in message resonance and customer response rates YoY.
- Conducted business impact analyses with fellow people leaders and the executive team.
- Collaborated seamlessly with cross-functional colleagues and internal/external stakeholders, achieving an 8% - 15% reduction in project execution time while exceeding marketing objectives YoY.
- Assumed leadership over the creation of high-quality branded content, contributing to a 12% - 25% boost in brand visibility and recognition YoY.
- Demonstrated exceptional writing skills by crafting, editing, fact-checking, and meticulously reviewing web, social, and print copy, maintaining a 96% - 98% error-free rate YoY.
- Fostered a culture of excellence by providing continuous coaching, mentoring, and training to an adept team of copywriters, resulting in a 40% increase in content quality and consistency, based on quantitative feedback in quarterly and annual reviews.
- Spearheaded and chaired editorial process meetings, optimizing workflow efficiency and quality control.

TECHNICAL WRITER

Team Rubicon, March 2020 - May 2020
Remote

- Wrote and edited organization's first COVID-19 Operations Manual.
- Led the development of the RDD Methodology Doctrine, which guided project team members through internal work processes and style guide conventions.
- Grant management oversight according to established guidelines.
- Planned and managed mission-critical tasks to keep internal team and project stakeholders aligned.
- Trained new writers and volunteers. Sub-tasked work using the Asana platform.
- Liaised with project designers, SMEs, and researchers to capture protocol, process, and context.
- Wrote an Asana user guide to aid in team migration from Slack to Asana.
- Compiled and cross-referenced existing doctrine and policy for completeness, accuracy, and clarity.
- Assisted with ad hoc document drafting and editing in response to disaster-specific demands.
- Scaled content management with a proposal for an XML-based solution.
- Designed and used infographics (i.e. flow charts, tables, decision trees, diagrams) to convey information with concision and efficiency.

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COMMUNICATIONS ASSOCIATE/PROJECT MANAGER

Columbia Business School, Executive Education, Feb. 2013 - May 2014

New York City, NY

- Collaborated with program managers to optimize curriculum design of online executive business course programs on open-learning software platforms.
- Designed courses using the Pearson open-course content management system. Results included a 13% increase in student satisfaction as measured by course evaluation surveys.
- Produced short documentaries featuring Columbia Business School professors, resulting in a 71% increase in video engagement as measured by views and retention rates. Assisted with editing and uploading film material, which resulted in a more professional and polished end-product.

For academic cv, please visit: <https://www.toyinadeyemi.com/about-3>