

# Yetunde S. Ogunleye

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*\*Experience gained in Australia in blue*

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## SUMMARY

I'm a California native who took a leap and moved to Sydney, Australia in 2020, where I spent three incredible years working, traveling, and exploring new places. With a background in journalism, copywriting, and content editing, I've also gained experience in marketing and finance. I've had the opportunity to work in both creative, art-focused spaces and structured corporate environments—adapting seamlessly to both. Along the way, I've picked up skills in SEO, social media and Google Analytics, video editing, camerawork, fashion styling, and the beauty industry. I love bringing creativity and strategy together to tell compelling stories and connect with audiences.

I'm happy to provide links to my portfolio and showreel upon request.

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## EDUCATION

- **B.A. Global Studies**, University of California Santa Barbara (UCSB), Santa Barbara, California (2018)
  - **A.A. Journalism**, Los Medanos College, Pittsburg, California (2016)
  - **A.A. Liberal Arts**, Los Medanos College, Pittsburg, California (2016)
  - **Certificate of Completion**, Advanced TV Presenter Course (2020)
  - **Advanced Beauty Therapy Diploma** (2021)
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## EXPERIENCE

### **Freelance Copywriter & Editor, Hybrid (4/2023 - Present)**

- Copywriting for beauty, fashion, music, film, travel, and finance websites, aligning with SEO standards.
- Copyediting various writing pieces.
- Contributing new topics and ideas.

### **Copy & Content Coordinator, CAMILLA, Sydney, Australia (2022 - 3/2023)**

- Writing and editing internal and external marketing/branding content.
- Coordinating content release schedules.
- Upholding brand voice across all content platforms.
- Collaborating with marketing, PR, social media, and product teams.

### **Freelance Journalist/Editor, Sydney, Australia (2020 - 2021)**

- Wrote articles across various industries including news, beauty, arts, fashion, and finance.
- Edited diverse writing styles.
- Contributed article topics and ideas.

### **Broadcast News Journalist, Health News Channel, Sydney, Australia (2022)**

- Presented a 30-minute weekly health news show.
- Planned show segments and procured interview subjects.
- Researched and wrote articles for the program.
- Wrote scripts for each segment.

### **Senior Content Editor & Presenter, Financial/Banking/Cryptocurrency Company, Sydney, Australia (2021 - 2022)**

- On-camera presenter for promotional and informational content.
- Scriptwriting and content editing.
- Video editing using Adobe Premiere.

### **Newspaper Writer/Editor, The Experience Newspaper, Pittsburg, CA (8/2013 - 6/2016)**

- AP style editing, writing for various sections.
- Interviewing, gathering sources, and fact-checking.

### **Radio Show Host/DJ, KCSB FM 91.9, Santa Barbara, CA (2016 - 2018)**

- Created setlists, researched artists, and hosted on-air interviews.

### **Marketing Assistant, Invoca, Santa Barbara, CA (2019 - 2020)**

- Organized the Invoca Marketing Summit.
- Assisted with financial and statistical data analysis.

### **Client Relation Manager/Administrative Assistant, Investor's Advantage, Westlake Village (2019)**

- Managed over \$45M in client investments.
- Maintained client relationships through data analysis and updates.

### **Assistant Operations Manager, Diani Inc., Santa Barbara, CA (2018)**

- Managed high-end boutiques and marketing campaigns.

### **Substitute Teacher, Bright Horizons, San Francisco, CA (2017 - 2018)**

- Taught and monitored children ages 0-10.
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## INTERNSHIPS

- **Journalism Intern**, Fashion Industry Broadcast, Sydney, Australia (2020 - 2022)
- **Journalism Intern**, Travel Radar, Sydney, Australia (2022)
- **TV/Broadcast Intern**, TV Santa Barbara, Santa Barbara, CA (2016 - 2018)
- **Digital Media Intern**, Santa Barbara Independent, Santa Barbara, CA (2018)
- **Social Media Intern**, Served Meals and Training, Los Angeles, CA (2019)
- **Promotions Intern**, iHeartMedia, San Francisco, CA (2014)

## ACHIEVEMENTS

News Reporter for a health news channel	Presenter for a financial company
Host/DJ for own radio show	Completed Advanced TV Presenter Course
Journalism Scholarship	Certificate of Excellence in Journalism
Won 20+ Speech & Debate Competitions, U.S. Nationals	GATE program in primary school
Assisted in passing 20+ legislative pieces	Rose to Perspective's Page Editor
Managed \$45M in investments	Organized events for top entertainment artists
Content/Copy Coordination for Luxury Couture Fashion House at CAMILLA in Sydney, Australia	Assistant Operations Manager for 3 Luxury Boutiques(Diani Inc.) in Santa Barbara: Beauty, clothing, shoes, Home & Garden, Living, etc.
Placed 2nd at Regional Soccer Championships	Excelled in 12 AP courses, Took college-level courses in high school

## VOLUNTEER WORK & EXTRA-CURRICULAR ACTIVITIES

Volunteer Work	Extra-Curricular Activities
Mercy Non-Profit Organization (2019)	Senator, CA Community Colleges (2014-2016)
Red Cross, Los Angeles (2019)	Inter-Collegiate Speech & Debate (2010-2016)
Alzheimer's Association (2019)	Contemporary & Jazz Dance, Soccer, Track & Field Team (2009-2013)
St. Patrick's Catholic Church (2020)	Theatre/Drama Club (2013-2016)
SICC Charitable Outreach (2020-2021)	Junior Statesmen of America (2010-2012)