

...

2026

PORTFOLIO*

OJO CHRISTIANAH W.

GROWTH PARTNER | PERSONAL BRAND STRATEGIST | CONTENT STRATEGIST

+234 905 232 2757

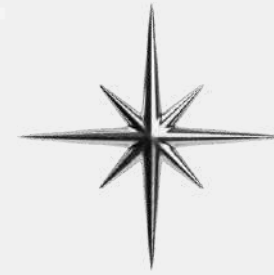
 [Ojo Christianah W.](#)

 xtianartwemmy@gmail.com

 www.withchristineonline.com



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INTRODUCTION

You didn't build your business to become a full-time content creator.

You didn't start out hoping to spend your evenings trying to sound "visible" online, second-guessing your messaging, or forcing yourself to post just to stay relevant.

Yet here you are — with real expertise, real experience, and real results — but a public presence that doesn't quite reflect it.

You know what you do works.

You just struggle to translate it clearly, consistently, and convincingly in a crowded digital space.

You are smart and capable but this part? It's not your zone of genius and that's okay.



You lead the vision.
You build the business.

I help you turn your expertise into a clear, credible personal brand that attracts trust, conversations, and clients — inbound.

No noise. No content chaos.
Just authority-led visibility that works quietly in the background.





ABOUT ME

I am a Brand Growth Partner, Personal Brand Strategist & Results-driven Content Marketer with 10 years of experience in SEO, content marketing, design and brand storytelling. I'll turn your unclear messaging into branded authority-led content systems & client acquisition funnel that convert.

Hello, I'm

OJO CHRISTIANAH W.

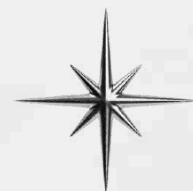
VISION



To be a growth partner to brands; founders and service leaders and help them build personal brands that are trusted, recognizable, and commercially valuable.

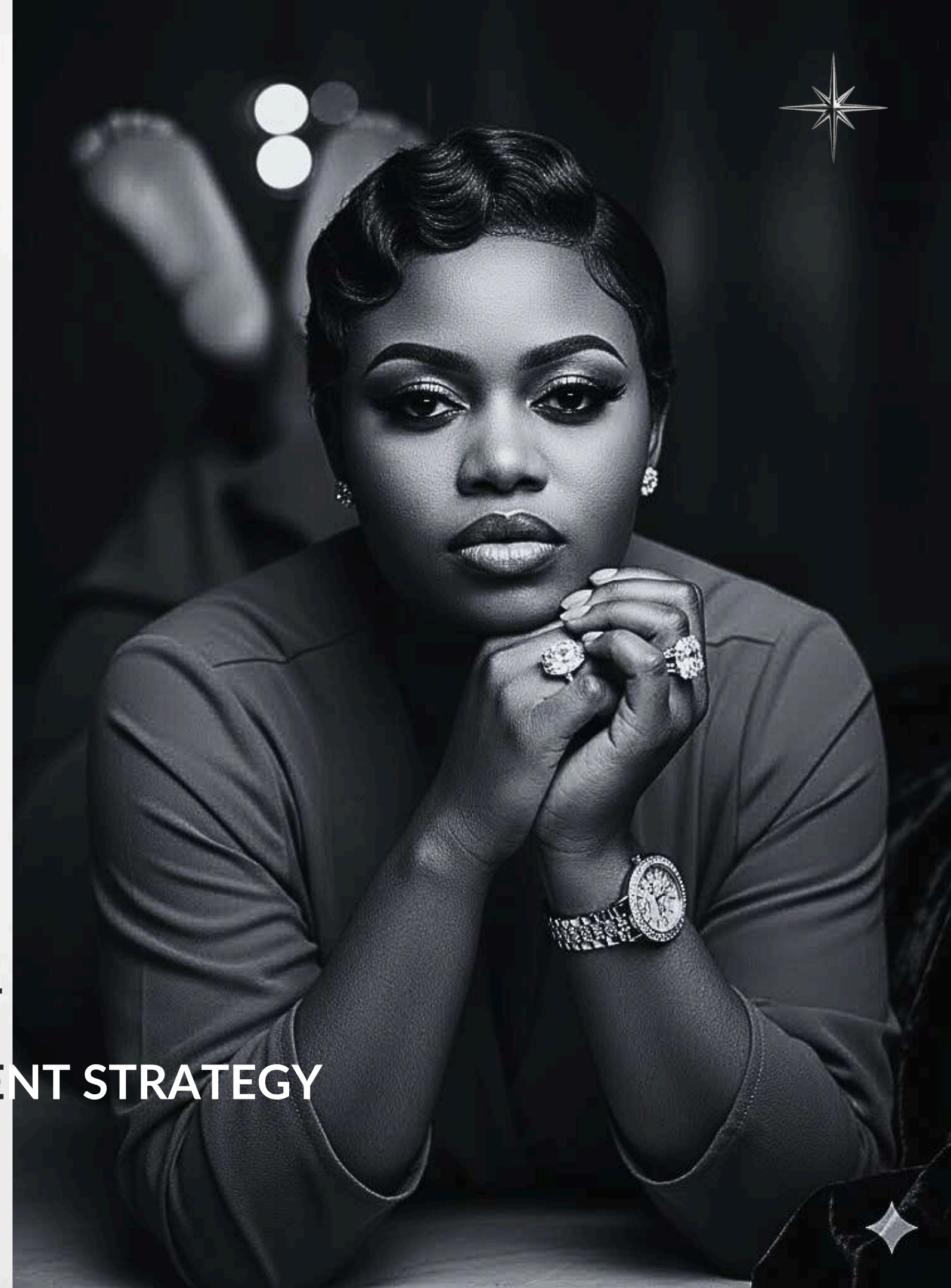
MISSION

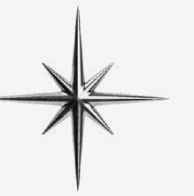
To help founders turn their expertise into clear, authority-led personal brands that attract aligned clients and opportunities inbound via strategic brand positioning, content systems, and thoughtful execution.



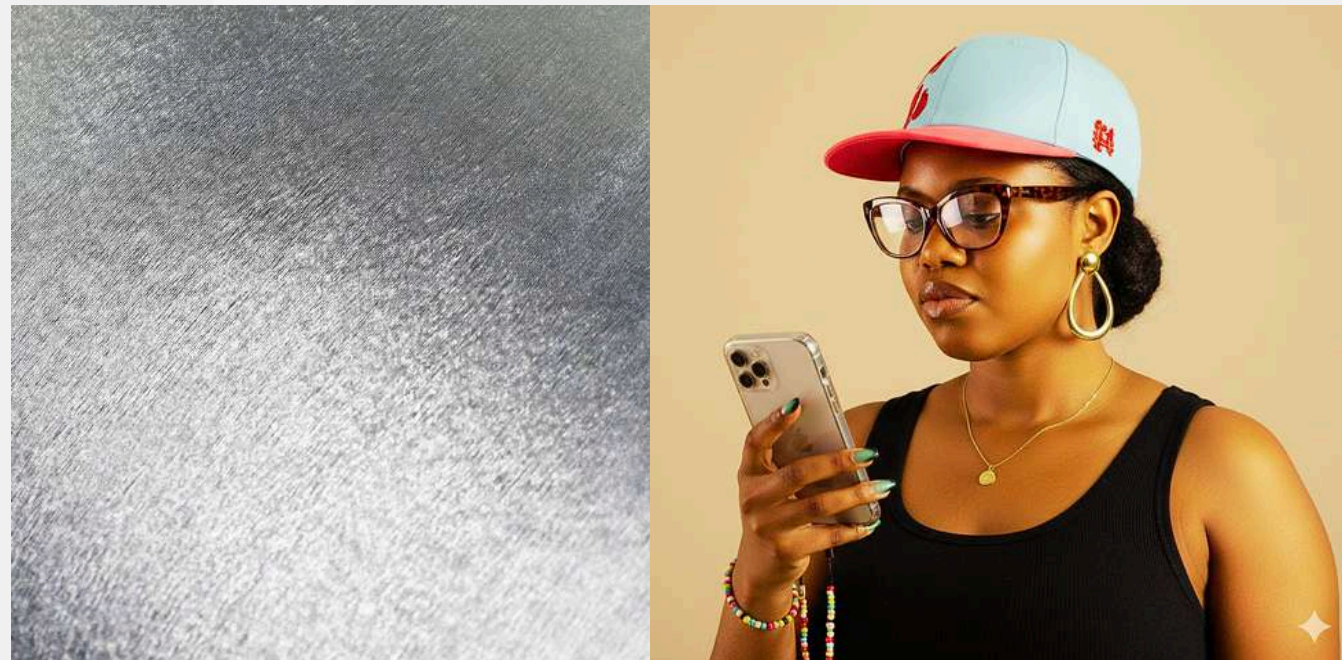
MY SKILLS

- BRAND SYSTEMS
- CONTENT MARKETING & SEO
- PERSONAL BRAND POSITIONING
- DIGITAL MARKETING CONSULTING
- AUDIENCE TRUST & RELATIONSHIP BUILDING
- BRAND MESSAGING & NARRATIVE DEVELOPMENT
- AUTHORITY-LED & THOUGHT LEADERSHIP CONTENT STRATEGY





MY SERVICES



INBOUND AUTHORITY SYSTEM (DFY)

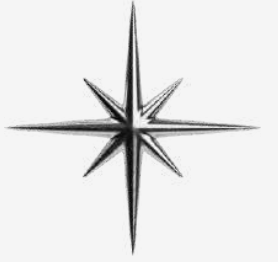
Done-for-you personal brand building for founders and service leaders who want visibility, trust, and clients.

GROWTH PARTNER

Ongoing personal brand strategy, ghostwriting and trust-building systems that support long-term growth for leaders who want consistent authority and inbound client acquisition - without thinking about content.

PERSONAL BRAND ACCELERATOR

Done-with-you program for founders, service-based entrepreneurs, and professionals who want to build a credible personal brand, clarify their positioning, and create a repeatable system that works before sales conversations begin.



EDU - CATION



BA EDU, VISUAL ARTS (GRAPHIC DESIGN)

OBAFEMI AWOLOWO UNIVERSITY, NIGERIA.

2008 -2011



WASSCE

ST. LOUIS GRAMMAR SCHOOL, ONDO, NIGERIA.

2001 -2007



WORK EXPERIENCE

PROJECT 1

Brand Visibility

(Niella Multiservices Company.)

CONTENT CREATOR

- ✓ Defined the company's brand identity (brand colors and logo design, etc)
- ✓ Created brand messaging and digital content to communicate the company's values across platforms.
- ✓ Optimized the business's social media profiles and Google Business Profile for visibility.
- ✓ Created and designed posts for the social media platforms.



LADY CARE Pads

Available in packs, at wholesale prices.



Green



Yellow

niella_company
niella_multiservices
niella multiservices company

ORDER NOW

0803 512 8856

22, Famson Street, Igbona, Osogbo, Osun State.



Available in packs, at wholesale prices.

niella_company
niella_multiservices
niella multiservices company

LADY CARE Pads

ORDER NOW

0803 512 8856

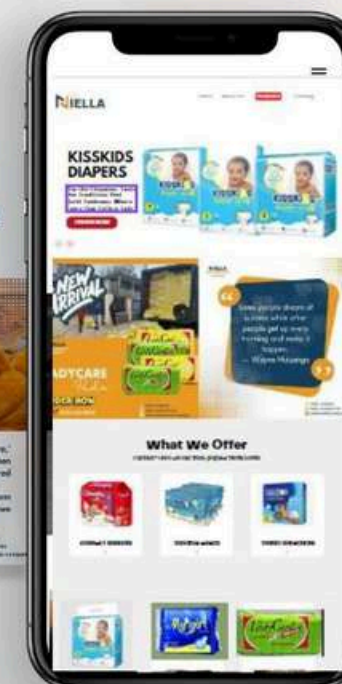
22, Famson Street, Igbona, Osogbo, Osun State.

FOLLOW US

on SOCIAL MEDIA



GOOD MORNING FROM HERE...



niella_company
niella_multiservices
niella multiservices company

22, Famson Street, Igbona, Osogbo, Osun State.

Clickable Licks



Instagram Page

Video 1

Video 2

More Social Media posts designs



PROJECT 2

Digital Marketing Manager

21ST BRANDING LIMITED

DIIGITAL MARKETING MANAGER

- ✓ Led the digital marketing department, managing campaigns across email, social media, and display ads.
- ✓ Created and monitored marketing budgets, ensuring cost-effective ad performance.

- ✓ Tracked key performance metrics to improve website traffic, lead generation, and conversion rates.
- ✓ Recruited and managed a marketing team, fostering collaboration and idea generation.
- ✓ Launched successful LinkedIn strategies that helped the company acquire new clients and expand its reach.





GRAPHIC DESIGNER

- ✓ Designed digital assets and leaf magnets for marketing campaigns, social media, and client projects.
- ✓ Maintained brand consistency across all design materials and platforms.
- ✓ Collaborated with content and strategy teams to create high-impact design that supported campaign goals.



BLOGPOSTS

Published

- ✓ [12 Tips For Writing Engaging Fashion Business Social Media Captions](#)
- ✓ [Marketing Your Fashion Brand: 15 Key Social Media Ideas To Get Results](#)
- ✓ [Fashion Social Media Toolkit: Access To Unique DFY Captions & Designs](#)
- ✓ [Lessons From Top Fashion Influencers - 15 Best Ways To Become One](#)
- ✓ [15 Tips To Create Engaging Social Media Captions For Your Business](#)
- ✓ [The Best Ways To Use Instagram To Promote Your Fashion Brand](#)
- ✓ [Fashion social Media Toolkit Video](#)

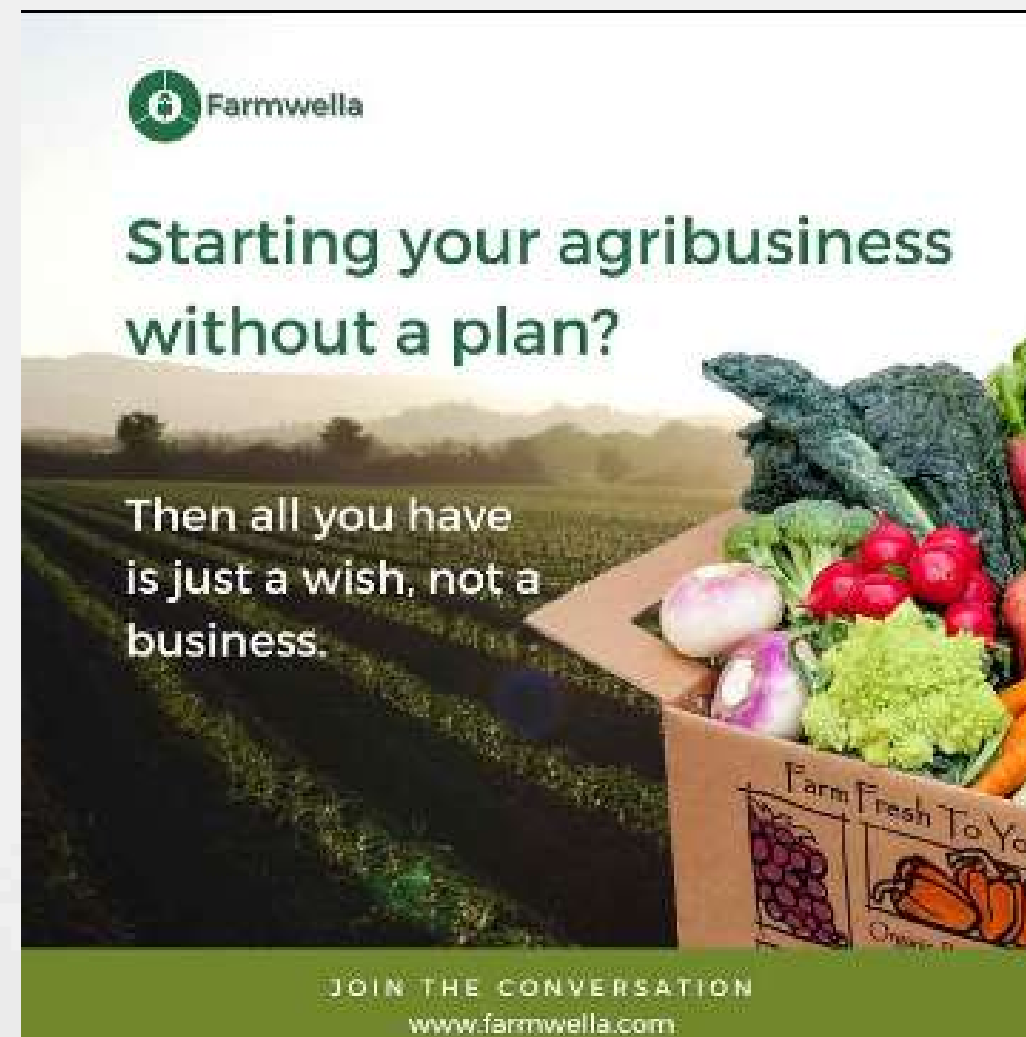
PROJECT 3 ✨

Content Creation

FARMWELLA ACADEMY

CONTENT CREATOR

- ✓ Created original content to support Farmwella Academy's mission of educating and empowering farmers.
- ✓ Spent time on-site with farmers; capturing real-life video footage, interviews, and behind-the-scenes farm activities.



- ✓ Designed branded visuals for webinar promotions, social media content, and educational materials.
- ✓ Researched and developed course materials for a vegetable farming program to guide aspiring farmers through practical steps.
- ✓ Helped humanize the Farmwella brand by spotlighting real farmers and their stories through visual and written content.

Farmwella

12 days to go!

FARM SETUP bootcamp

3rd Oct., 2022 Register Now: www.farmwella.com/fsb Ilesha

Farmwella

FARM SETUP WEBINAR SERIES

PRE-PLANTING OPERATIONS FOR GOOD FARM PRODUCTIVITY

HOST
DR. CORNELIUS ADEWALE
[CEO: FARMWELLA NIG. LTD.]

SATURDAY
25 SEPTEMBER

TIME
8:00 PM

TICKET PRICE
₦ 0.00

REGISTER NOW
www.farmwella.com/rsvp

VEGETABLES

14 Health Benefits Of Eating Cucumber

- WEIGHT LOSS**
Cucumbers are composed mainly of 80% of water and are low in calories. This is awesome for weight loss.
- LOWERS BLOOD SUGAR**
Regular consumption of cucumber play a vital role in preventing diabetes because it contains substances that lower blood sugar.
- ELIMINATES BAD BREATH**
Snack on cucumber and its alkaline fluid will cleanse your mouth and fight halitosis (bad breath).
- GIVES BETTER BONE HEALTH**
Cucumber has Vitamin K which helps blood clotting and the speedy healing of wounds. Eating cucumber helps you absorb calcium better.
- BOOST HEART HEALTH**
The potassium content in cucumber can help you improve your heart health.
- BETTER SKIN**
Antioxidant activity + skin nourishing benefits + reduction of eczema and irritation + relief from sunburn + reduction of morning eye puffiness.
- REDUCES INFLAMMATION**
Cucumber has flavonoids and tannins, which reduces your vulnerability to chronic diseases and accumulation of harmful free radicals.
- BOOST ENERGY**
Cucumber juice is an excellent source of B vitamins. Drinking cucumber juice ensures your body is supplied with these vitamins and leaves you feeling energetic.
- BOOST IMMUNITY**
Cucumber provides the body with minerals, hormones and compounds which help in protecting the body from diseases.
- IMPROVES SLEEP**
The flierin content protects nerve cells, reduces stress and anxiety and improves sleep.
- BETTER BRAIN HEALTH**
Cucumbers are a good source of flierin which are associated with protecting nerve cells and improving memory.
- PROMOTES HAIR GROWTH**
Cucumbers contain sulfur and silica which minimize hair loss (alopecia).
- PREVENTS CANCER**
Cucumbers contain high levels of bitter-tasting nutrients known as cucurbitacin, which can help prevent cancer by stopping cancer cells from reproducing.
- IMPROVES EYESIGHT**
Since it contains vitamin A, it is a natural way of improving eyesight.

VEGETABLES

CUCUMBER

What is Cucumber?

Cucumber (*Cucumis sativus*) is a cultivated creeping vine plant that belongs to the Cucurbitaceae family. It is an economically important crop that is widely consumed because of its high nutrient content.

3000 The number of years that Cucumber has been cultivated.

1880 Breeding work to produce hybrid varieties started.

1494 Cucumber was introduced into the new world by Christopher Columbus who planted it in Haiti.

THE ORIGIN OF CUCUMBER

THE REST OF THE WORLD

01 INDIA
02 CHINA
03 EUROPE
04

MEMBERS OF CUCUMBER FAMILY

Cucumbers, Pumpkins, Melons, Watermelons, Gourds, Squashes, Zucchini, etc.

HIGHEST CUCUMBER PRODUCING NATIONS

China: 70,000,000 tonnes production per year over 85% of world's cucumber.

Turkey: 10.5 million tonnes yearly production.

Russia: 1,000,000 tonnes yearly production.

USA: 870,000 tonnes of production per year.

WHAT TO KNOW ABOUT GROWING CUCUMBER

- Moisture-loving
- Short maturity (daylength)
- High yields (in production)
- Warm weather crop
- High maintenance
- Prone to viral and fungal diseases

CUCUMBER PLANT REQUIREMENTS

- Minimum of 10 hours of strong direct light
- Consistent supply of moisture during the growing season
- Soil pH of 6.0 to 6.8
- Soil with good water drainage and moderate fertility
- Temperatures of between 18°C and 30°C

HIGHEST CUCUMBER PRODUCING STATES

1 - Punjab, 2 - Gujarat, 3 - Haryana, 4 - Rajasthan, 5 - Uttar Pradesh, 6 - Bihar

The Country's Northern zone is best suited for cucumber's climatic requirements.

High rainfall makes farming in the South particularly cumbersome as pests and diseases abound and pose a constant problem.

www.farmwella.com

Social media post designs

Infographics

Blog Posts

15 Major Mistakes New Farmers Make That Keep Them Broke

10 Mistakes To Avoid When Setting Up A Farm irrigation System

PROJECT 4 ✨

Brand Visibility

Sundry Agro Ltd

DIGITAL MARKETING HEAD

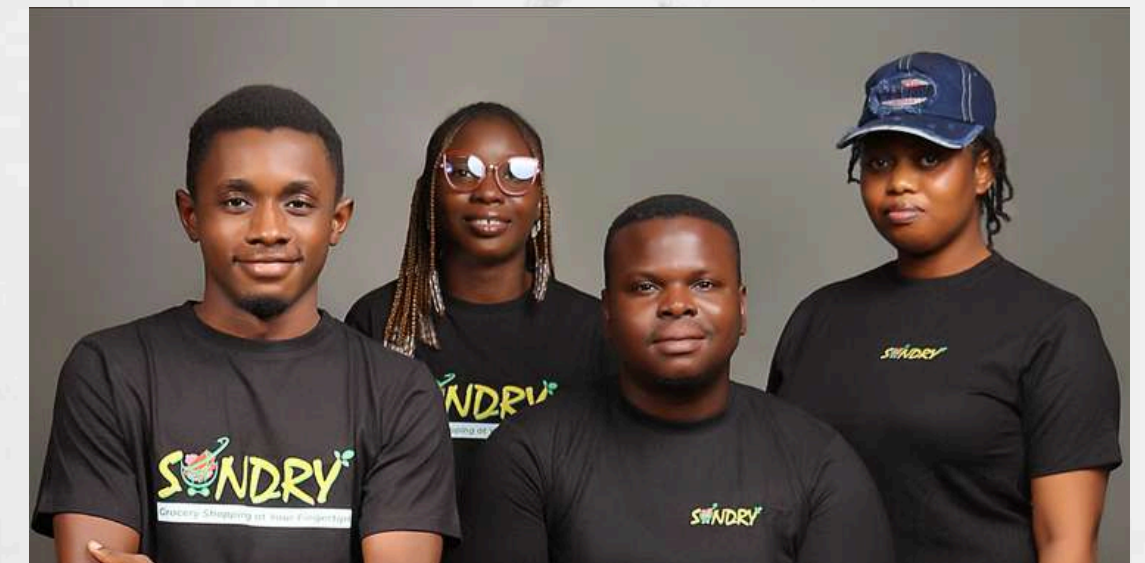
- ✓ As the founding digital lead at Sundry Agro, I've played a role in building the brand's market presence from scratch. I also led the digital marketing team of 9 talents 1 year.

- ✓ My work spans across content strategy, branding, content, fundraising support, and cross-functional leadership.

- ✓ Designed the complete brand identity (logo, color palette, visual assets) that positioned Sundry Agro as a premium grocery delivery brands.



- ✓ Created and led content strategy and editorial calendar, producing content to convert busy Lagosians households and foodpreneurs.





jidesanwoolu



Crafted investor pitch decks that contributed to multiple rounds of successful fundraising and strategic partnerships.



Management Team
Mr Onigbinde, +234 703 336 9...



jidesanwoolu Today, I attended the Grand Parade concluding the weeklong International Day of... more

Hello Team.
Good afternoon.

I am happy to announce that we got awarded a grant yesterday by the Lagos State Government after a business pitch program in celebration of the International Youth Day 2024! 🎉🥳🥳🍾

Thank you @Christine for creating a killer pitch deck which I used for my presentation. 🙏🙏

Y to: SUNDRY AGRO
um Of: ONE MILLION
December 7th

56789 00123456789 000



eBook writing and design, cover design and mockup [lead magnet]

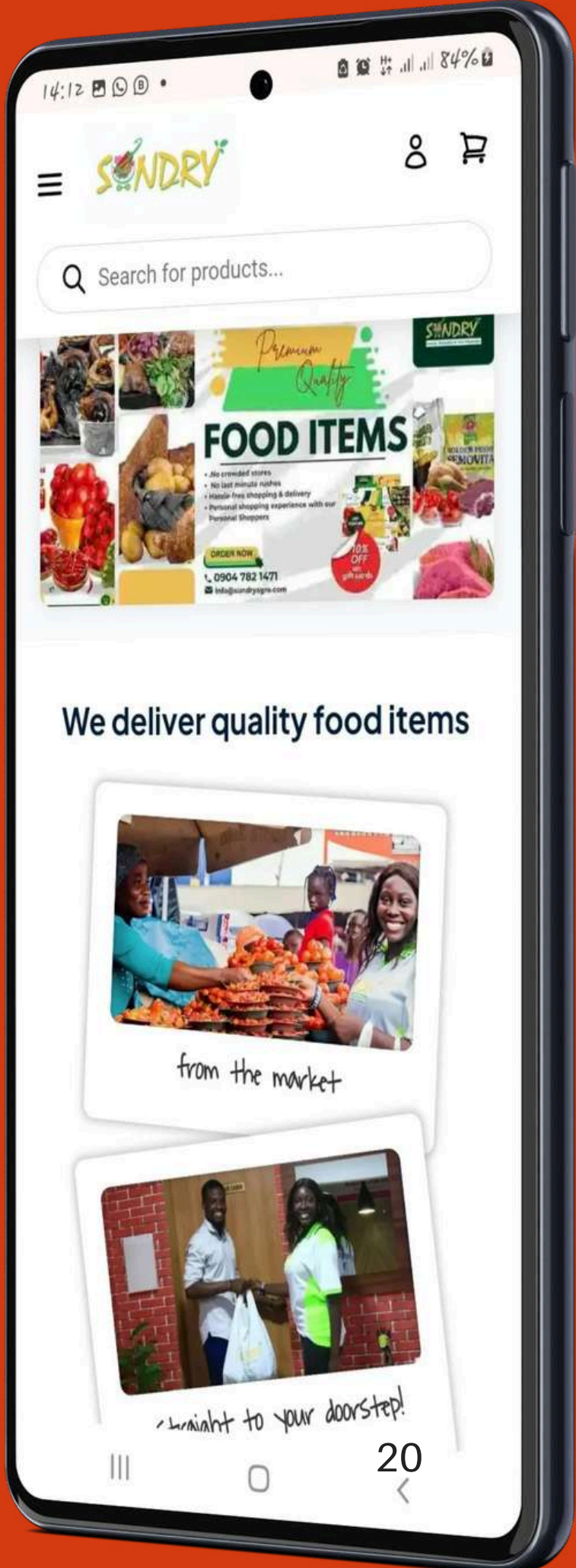


Gift card designs and mockups



Social Media posts designs

Click to view RollUp Banner

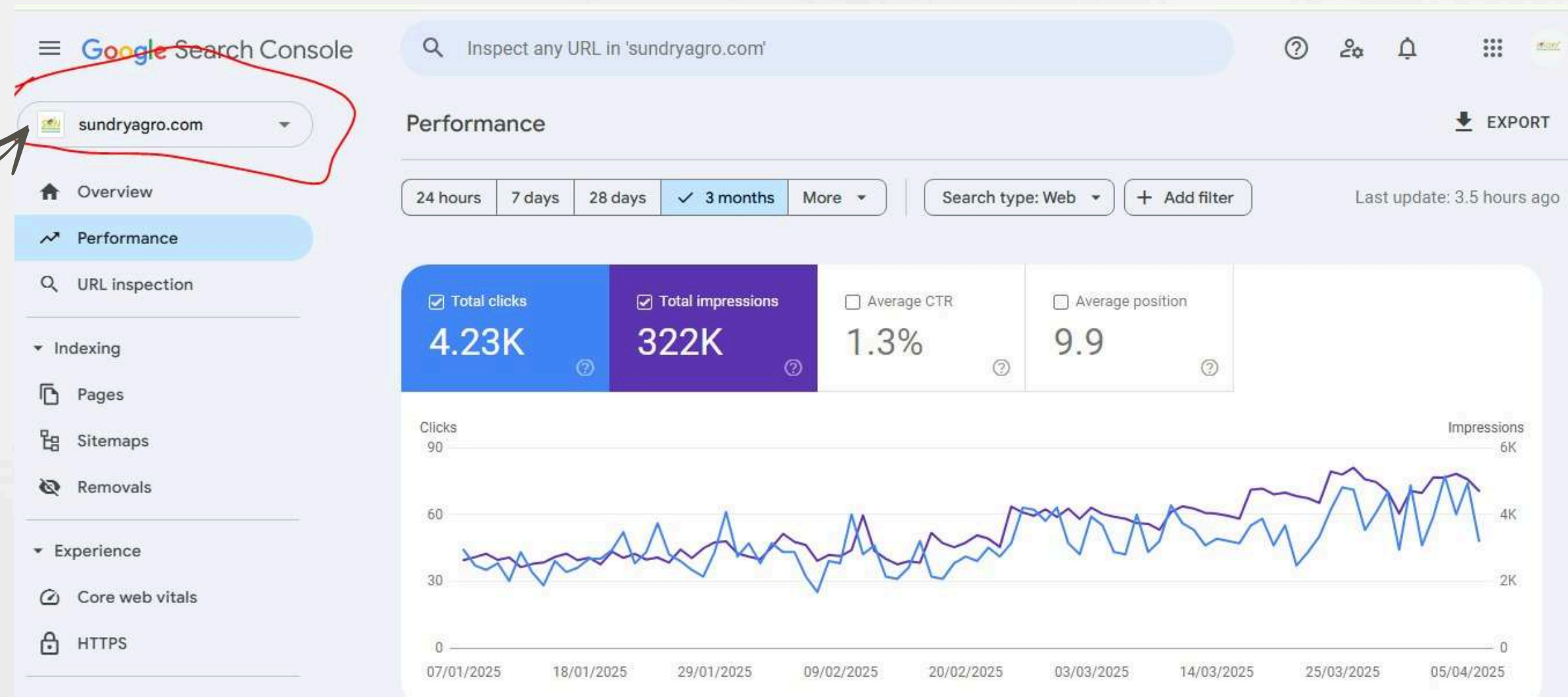


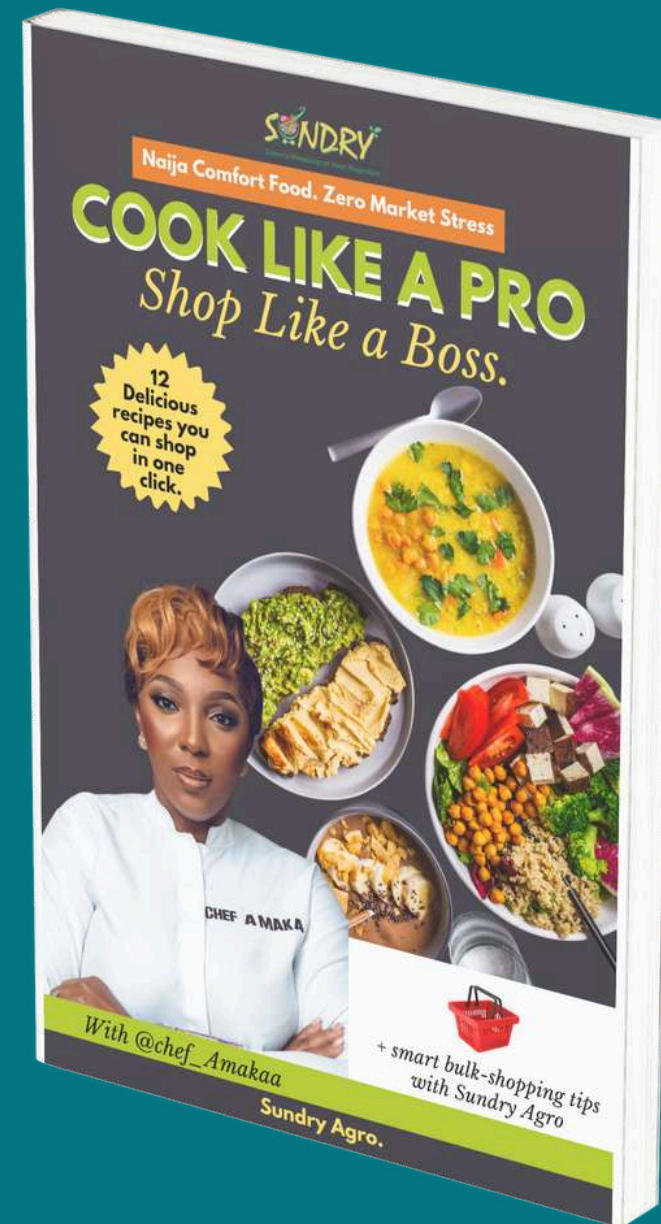
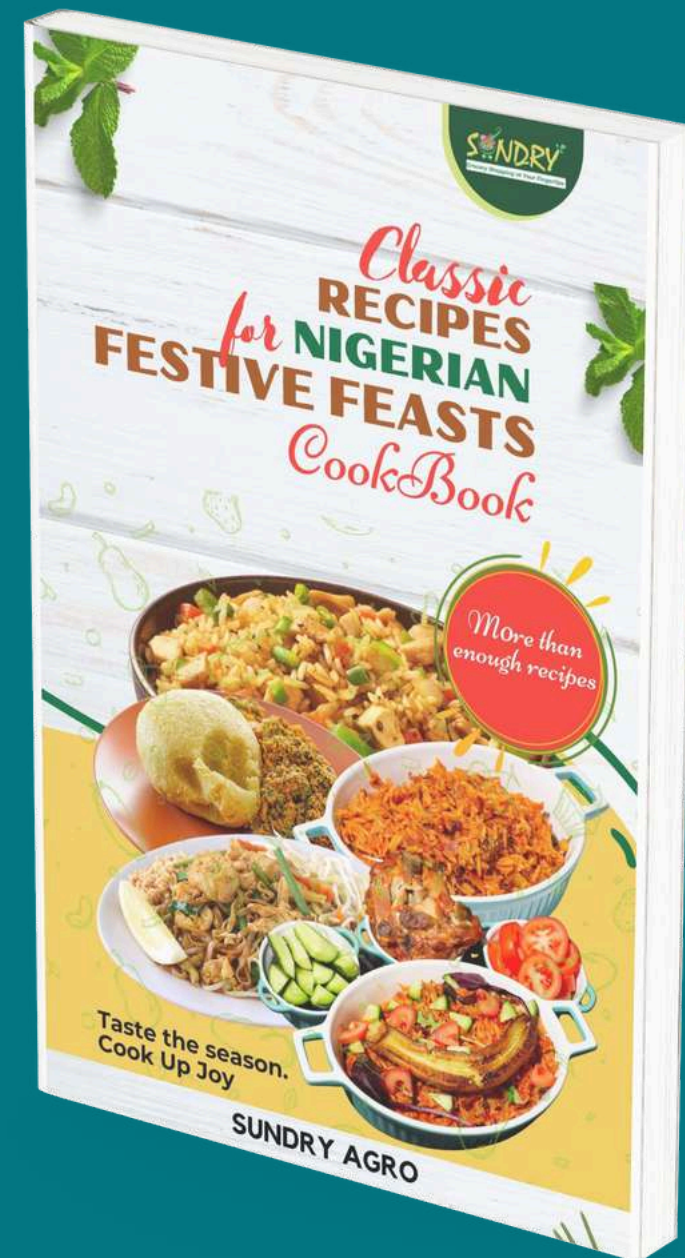


SEO analytics from Jan. 2025

Website Banner Design

Worked with the team to launch campaigns that significantly increased website visits, leads, and sign-ups, using SEO-rich blog content, paid ads, influencer collaborations, and storytelling.





Free resources
for list building.

PROJECT 5

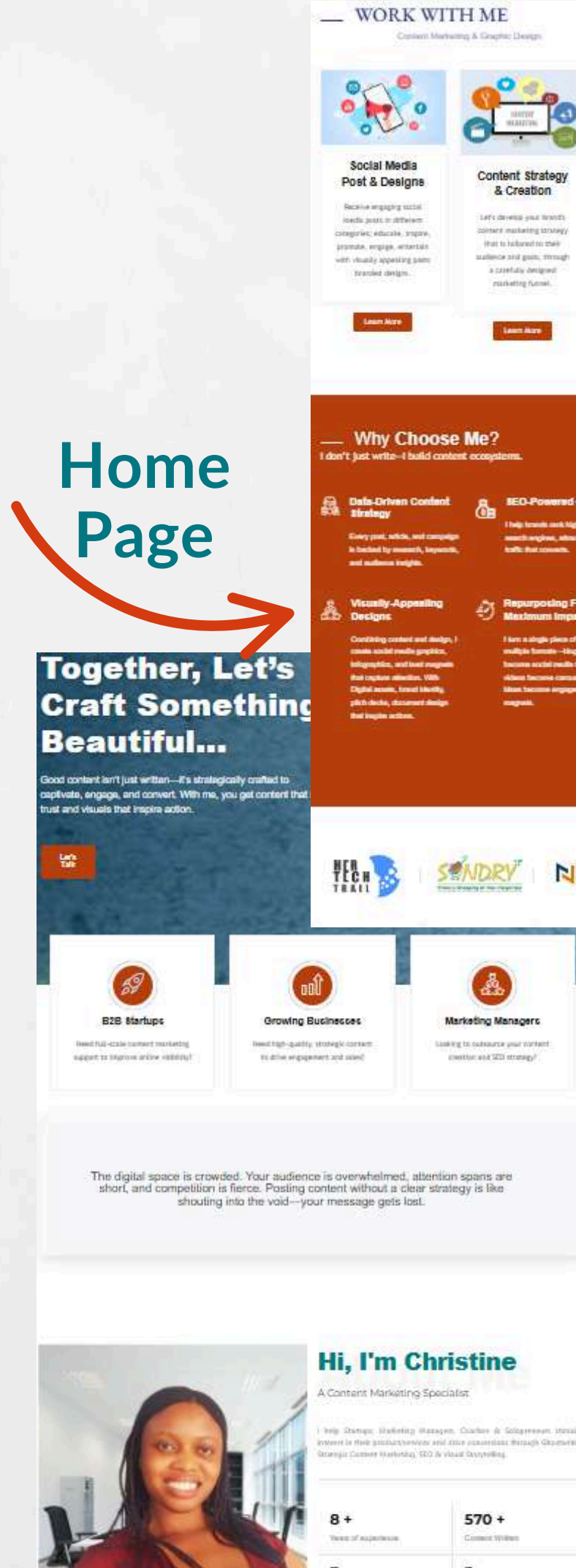
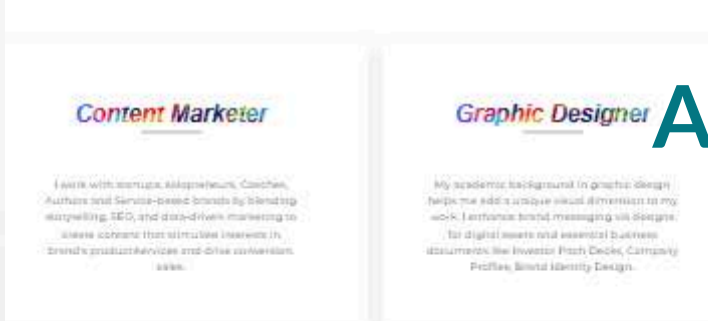
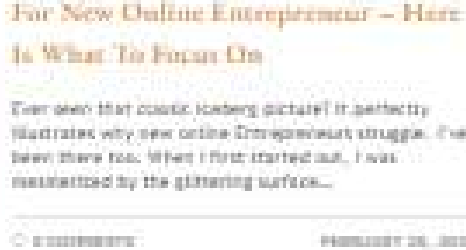
Personal Website Design
Blog Management,
SEO

With Christine Online – Ojo Christianah W.

PERSONAL BRAND STRATEGIST



- ✓ Designed and launched my personal website to showcase my services, projects, and digital content.
- ✓ Created and manage a blog that features insights on content marketing, and digital products.
- ✓ Implemented SEO strategies, lead magnet funnels, and content scheduling to grow organic reach and engagement.
- ✓ Built the site as a hub for client attraction, portfolio display, and resource sharing for aspiring marketers and entrepreneurs



Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

C 77

Page size

12.0 MB

Load time

4.14 s

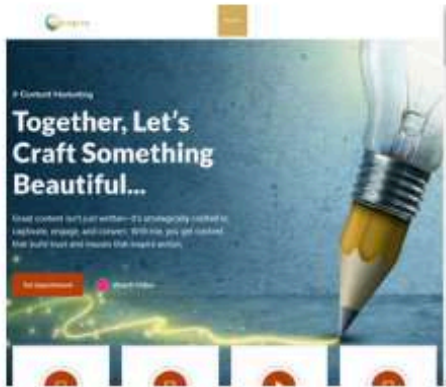
Requests

128

Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

C 71

Page size

3.6 MB

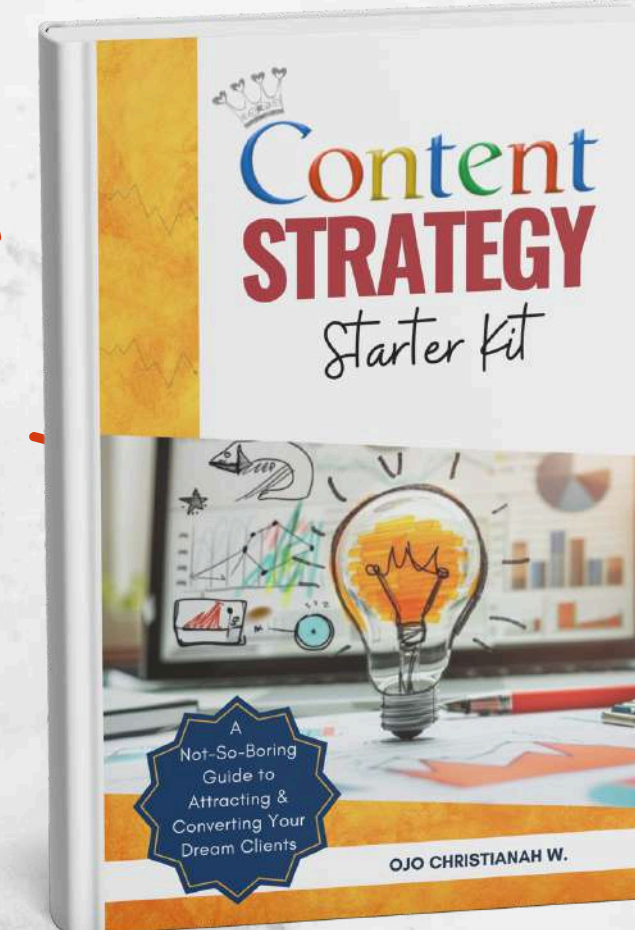
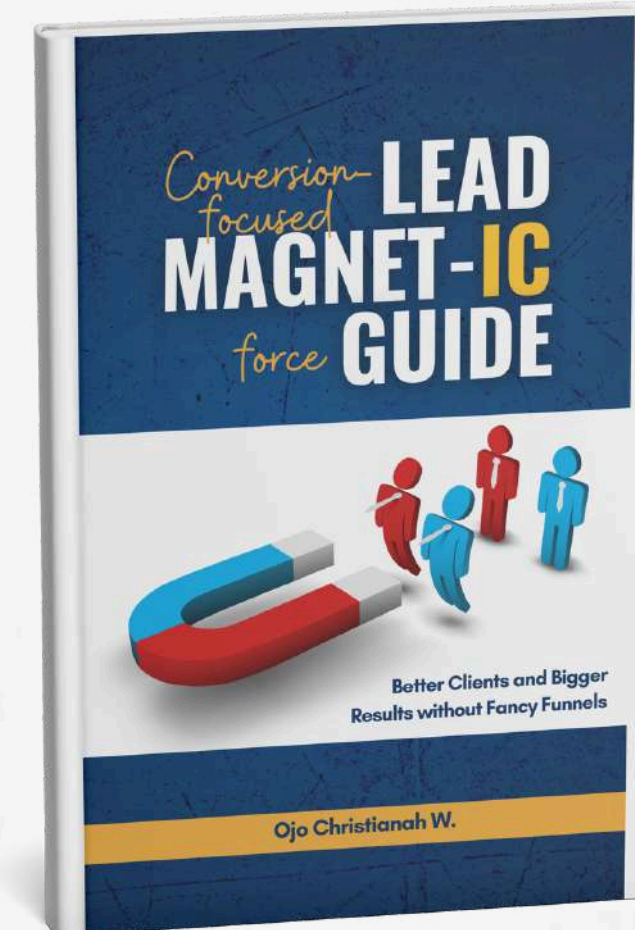
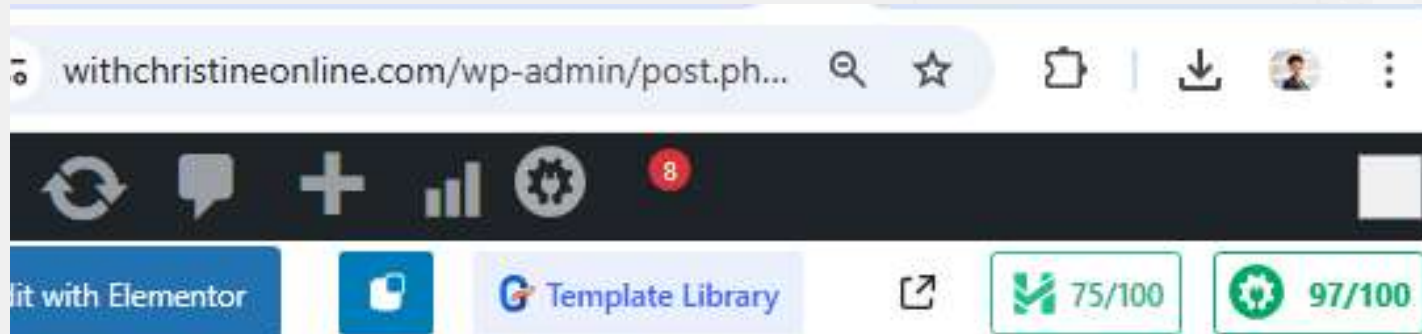
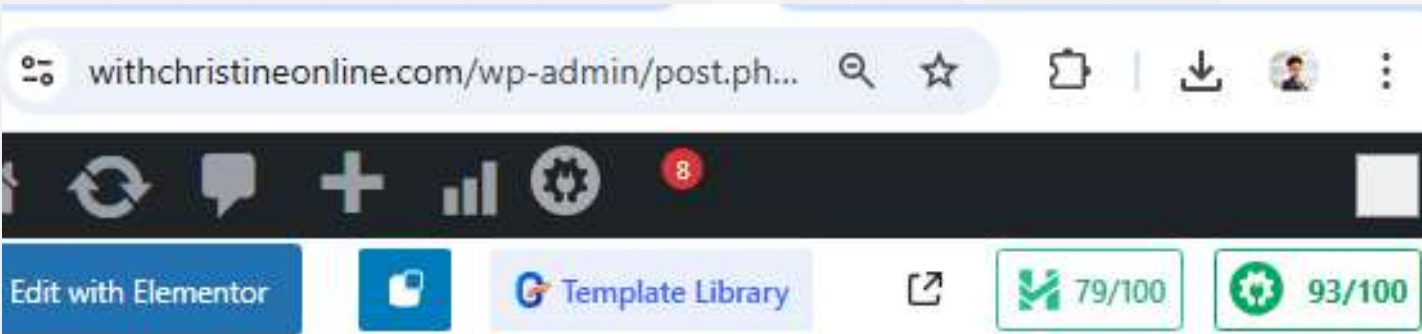
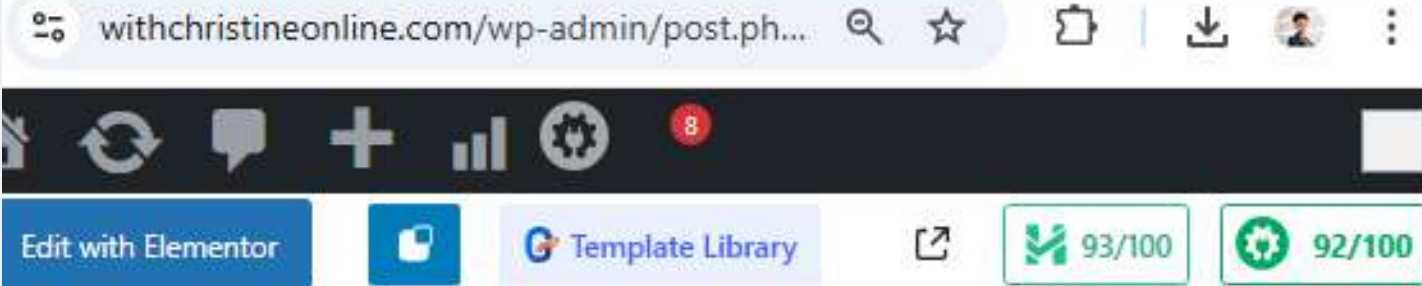
Load time

1.30 s

Requests

123

Website speed optimization



Google

zero to 1 million accelerator program

on-page SEO

SEO

withchristineonline.com
https://withchristineonline.com › tag › zero-to-1-million...

zero to 1 million accelerator program - Ojo Christianah W.

16 Sept 2024 — Welcome to **Zero to 1 Million Accelerator Program** review. If you are probably itching to know whether or not Uche Okoro's Zero to 1 ...

Lead magnet creation (content & design)

Blog Posts

<https://withchristineonline.com/category/blog/>

PROJECT 6

Content Strategist

BOPERICA

SOCIAL MEDIA OPTIMIZATION

The objective is to position Boperica as a credible, student-focused education travel agency that helps Nigerians plan and relocate abroad for studies - through effective social media content, lead generation, and brand visibility strategies.



KEY CONTRIBUTIONS

- ✓ Audience & Market Research
- ✓ Value-driven free ebook designed for lead generation.
- ✓ Brand Messaging & Positioning
- ✓ Internal & Visual Support
- ✓ Social media posts design

SEE MORE



[Social media ad copy and design](#)

[Instagram Page](#) [Facebook Page](#)



PROJECT 7

Content Growth Partner



CONTENT CREATION ANIRE FOUNDATION

Anire Foundation, a Nigeria-based nonprofit focused on empowering widows, orphans and pastors, wanted to build a brand identity and donor content strategy that would position them for global visibility and sustainable fundraising.

THE CHALLENGE

- New project
- No brand messaging or visual identity
- No content strategy
- No donor engagement funnel
- Zero online visibility

From Purpose to Visibility: THE HOW

- ✓ Brand messaging & voice guide
- ✓ Visual identity & mood board
- ✓ Donor & audience personas
- ✓ Seo & content strategy;
50+ keyword seo planner, 20+ blog post ideas & 12 monthly content themes
- ✓ Donor appeal and nurture email sequence
- ✓ Website content and copy.
- ✓ Social media strategy + 30-day content calendar
- ✓ Donor pitch deck outline

SEE MORE



[Instagram Page](#)

[Facebook Page](#)


[Donor Pitch Deck](#)

[Newsletters; 1, 2](#)

Anire Foundation is now equipped with:

- ✓ A recognizable, trustworthy brand voice.
- ✓ A clear system to attract, nurture, and retain donors.
- ✓ A unified content structure across all platforms.
- ✓ Confidence and readiness to show up consistently and attract global attention.

10 Ways To Become A Mission Partner From Anywhere In The World



New blog post alert

No matter where you live in the world, you can be part of something meaningful, something bigger than yourself. Whether you're a Nigerian living abroad or a believer with a heart for missions, your distance doesn't disqualify you from making an eternal impact. Who Is [...]

[blogs update](#) [read now](#) → www.anirefoundation.org/blog

[anirefoundation](#) [anire_foundation](#) [AnireFoundation](#)

Meet ANIRE

ANIRE means "We have good things" — and that includes you.

We connect hearts that want to help with lives that need healing.

[Learn More](#)

+1 780-215-8323
www.anirefoundation.org

[anire foundation](#)
[anire_foundation](#)

ANIRE FOUNDATION



“ We make a living by what we get, but we make a life by what we give. **”**



— Winston Churchill

www.anirefoundation.org

[anirefoundation](#)
[anire_foundation](#)
[AnireFoundation](#)

ANIRE FOUNDATION

Bringing Good Things to Forgotten Places

ABOUT US

Anire means "We Have Good Things". We are a Christian nonprofit dedicated to bringing hope, help, and healing to people and places often overlooked.

WHAT WE DO

- 1 Food, education, healthcare, and dignity for the vulnerable.
- 2 Help missionaries and their families continue their service.
- 3 Facility repairs, church planting, and ministry support.
- 4 Funding faith-based events that transform lives.
- 5 Financial support for full-time pastors in need.

WHY IT MATTERS?

Because no one should be left behind.

GET INVOLVED:

You can be part of the story...

DONATE:ZENITH BANK
Anire Welfare Foundation for Widows Orphans and Pastors
Account NO: 1310011788

VOLUNTEER
Use your time and skills to make a difference

PARTNER
Let's collaborate to serve better, together.

FOLLOW US

[anirefoundation](#)
[anire_foundation](#)
[AnireFoundation](#)

REACH OUT

+234 701 987 7563
info@anirefoundation.org

LEARN MORE

www.anirefoundation.org



PROJECT 8

Social Media Ad Copy

INVENTUM ONLINE BRITISH SCHOOL

COPYWRITING

Inventum, a British online school offering Cambridge IGCSE and A Levels, had minimal visibility in the Nigerian market. With rising dissatisfaction in the local education system, there was a clear opportunity—but also a need to educate parents about why Inventum was the better choice.

[VIEW AD CREATIVES](#)

MY STRATEGY

To introduce the brand and attract the right audience, I launched a Top-of-Funnel (TOFU) awareness campaign focused on education-first messaging to target parents and their biggest concerns and desires for their children. [thanks to market research]

EXECUTION

I developed a high-impact carousel ad titled “**7 Reasons Smart Nigerian Parents Are Switching to Inventum.**” The copy was crafted to connect emotionally with parents by addressing their pain points, showcasing Inventum’s unique values and painting a clear picture of the transformation their child could experience.

The ad drove traffic to a structured lead funnel designed to collect contacts and initiate personal follow-ups through WhatsApp and email.

By leading with value and empathy, the messaging built trust and positioned Inventum as a premium, future-focused solution for ambitious Nigerian families.

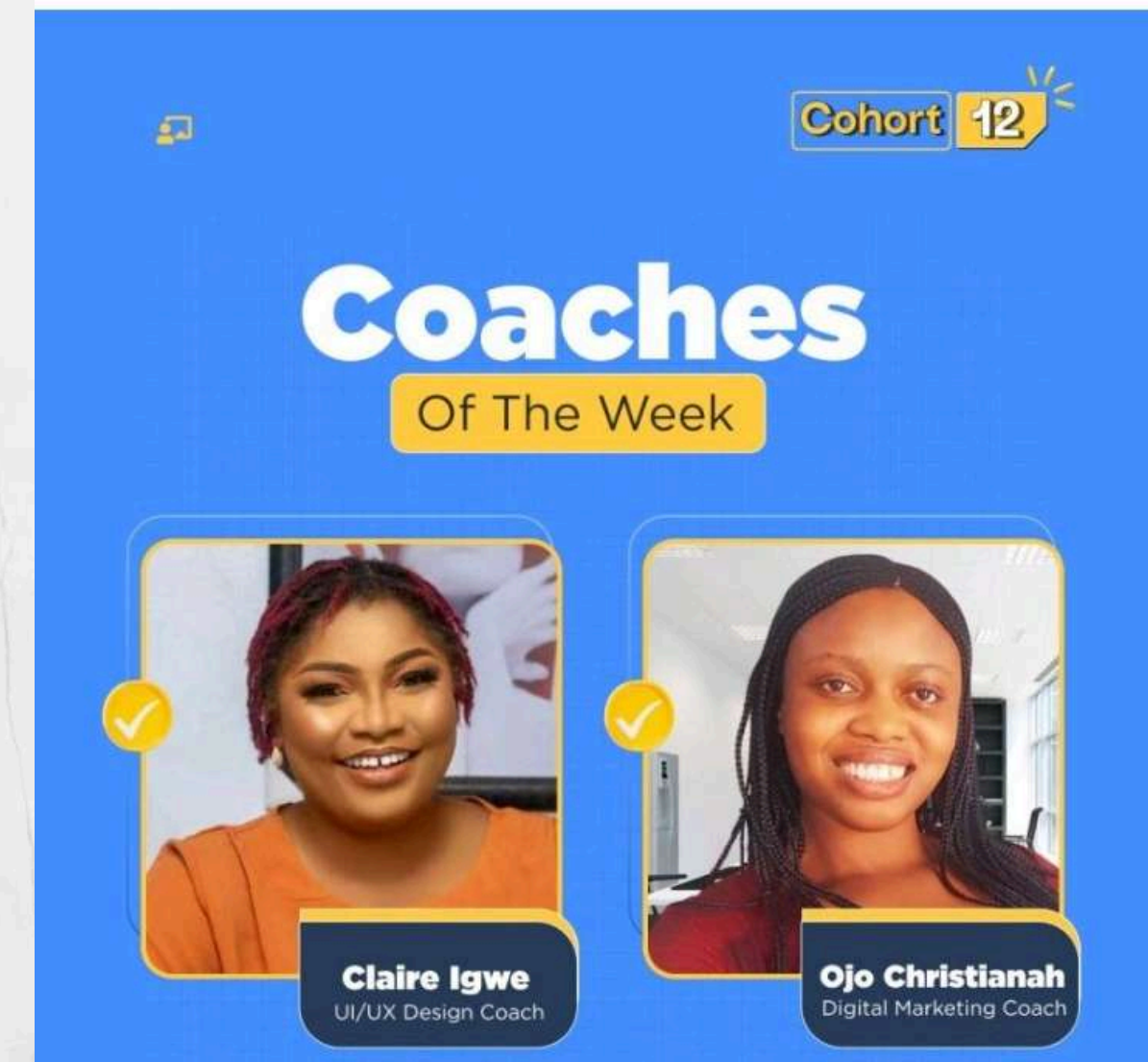
... Digital Marketing Coach



(Volunteer)

HEAD COACH

- ✓ Mentoring cohorts of aspiring digital marketers in core areas like SEO, content marketing, and brand strategy.
- ✓ Delivering structured, practical lessons using real-world tools and campaigns.
- ✓ Contributing to empowering more women to transition into tech by building job-ready skills in digital marketing.



Presentation slides



Social Media Advertisement [...]
Presentation • Edited 5 days ago



Social Media Advertisement [...]
Presentation • Edited 5 days ago



7th Class - SEO
Presentation • Edited 4 months ago



8th Class SEO 2
Presentation • Edited 4 months ago

I also want to appreciate my tutors **Mary Ikwuegbu** and **Ojo Christianah W.** for the indepth teaching.

#temebayo #socialmedia #SMM #media



Quincy Udegbugue MBA , BSC • 3rd+
Custodian, Assets @ Stanbic Bank | Service...

Ojo Christianah W. Thank you for encouraging me on the on going content challenge! You are much appreciated!



Blessing Adeosun • 3rd+
Digital Marketer | Customer Servi...

Thank You Coach **Ojo Christianah W.** Your ways of impacting knowledge is next to none, thank you for always giving your all to us, and also your willingness to listen to all our questions. ❤️❤️❤️❤️

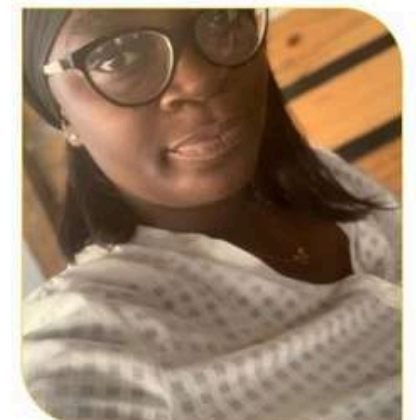


Cohort 13

Coaches Of The Week



Ojo Christianah
Digital Marketing Coach



Ayomide Adekoya
UI/UX Design Coach

Cohort 14

Coaches Of The Week



Ojo Christianah
Digital Marketing Coach



Uche Livingstone
Product Design Coach

11



... GHOSTWRITING

+ Blog Management

Published

upwork[™]
fiverr.

UpWork & Fiverr.

FREELANCE

- Blog posts, ebooks, press release and guides.
- Website pages and landing pages copy.
- Social media posts and email newsletters.
- Keyword research and SEO.

- [A Complete Guide on How to Create A Cheap Vegan Meal Plan](#)
- [15 Sugar Detox Side Effects & How To Beat Them](#)
- [Weightlifting Tips For Newbie- 5 Things To Know Before You Get Started](#)
- [10 Effective Little-Known Stress Management Tools You Can Use Daily](#)

...

GHOSTWRITING

by Categories

HEALTH [9]

PET [5]

PRODUCT REVIEWS [28]

FOOD & NUTRITION [5]

WEB CONTENT

Supercut

Ecole Globale International Girls' School

SEO

Medical SEO: Tips to improve ranking of healthcare sites

Search Engine Optimization For Your Ecommerce Store

GUESTPOSTS [17]

BEAUTY [16]

TECH [10]

BUSINESS [17]

DENTISTRY [24]

RELATIONSHIP [3]



Working with you has been a wonderful yet satisfied and value driven experience, which also brought massive development and great improvement to my business, I've seen growth that was never expected since i started working with you, one of many benefit of working with you is your creativity and a functioning mind, hassle free and timely delivery. I am glad to work with you.

MR. OPE AKINGBEMISILU
BOPERICA Ltd



I was looking to review my website writing, blogposts , design marketing materials and social media management for my foundation and Christianah Ojo helped me bring my ideas to life, even exceeding my expectations all at an unbeatable price. I was happy with the quality of Her work and the way she pays attention to details. She is very knowledgeable in Her field and trustworthy.

SEUN A. O.
Founder - Anire Foundation

Working with Coach Christianah has been an absolute game-changer. Her guidance helped me understand not just the strategies, but also the mindset behind building a strong online presence. Through practical insights and hands-on support, I've gained clarity, confidence, and the skills to grow my brand digitally. I truly appreciate her patience, expertise, and commitment to seeing their clients succeed.

QUINCY UDEGBUE
Business Owner



We used to have a challenge with finding the right talent across our digital marketing team as a business.

However, with your experience, you were able to hire quality people to fill various positions within the team and this has led to our exponential growth and visibility online

MR. EYITAYO ONIGBINDE
Founder - Sundry Agro Limited

It was very inspiring and practical. I love how she takes every session. It was packed with real-world strategies, clarity, and motivation to grow. Before the training, I struggled to understand how to market effectively online and reach the right audience. But through her clear teaching, practical examples, and constant encouragement, I gained confidence and learned how to create real results. She is very informative, and inspiring. I now have the skills and clarity to grow any brand or business using digital strategies. Thank you, Coach Christianah, for your mentorship and impact.

MEDUNOYE TAIWO

Content & SEO Strategist - Sundry Agro Limited

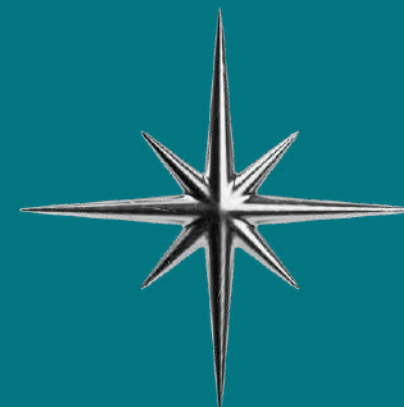


Coach Christianah gave me the confidence and clarity I needed to step into the digital marketing space with purpose. Her patience and guidance made all the difference. I gained practical, hands-on skills. I'm deeply grateful for the support system that helped me grow beyond what I'd imagined.

OLUBUSAYO DEILE

Digital Marketer

LET'S WORK TOGETHER



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