

# ORE OLUWOLE

[ooluwole1@gmail.com](mailto:ooluwole1@gmail.com) | 864-346-2092 | [oreoluwole.com](http://oreoluwole.com)

## EXPERIENCE

### AgFirst Farm Credit Bank

Columbia, S.C.

Digital Content Strategist

March 2023 – Present

- Partner with communications, marketing, community relations and HR teams to strategize, coordinate and execute corporate initiatives and campaigns that align with bank goals and drive audience engagement.
- Develop and manage social content that highlights AgFirst as a desirable employer by showcasing our people, community partnerships and career opportunities.
- Develop compelling content for internal and external audiences, including emails, videos, feature stories, articles, photography and graphics to support strategic messaging.
- Manage the bank's corporate LinkedIn account by creating a quarterly editorial calendar, crafting engaging posts and fostering audience interaction.
- Produce monthly videos with leadership to keep employees updated on relevant bank and district news relating to projects, performance management, initiatives and partnerships.
- Oversee editorial calendars for corporate and internal websites, ensuring consistent messaging, timely updates and alignment with organizational priorities.
- Implemented an executive leadership LinkedIn strategy to strengthen presence on the platform, cultivate thought leadership and increase brand awareness.

Communications Strategist

April 2021 – March 2023

- Provided the bank and association partners with effective communications strategies and solutions that support business objectives and adhere to brand voice and style consistently.
- Developed quarterly communications performance dashboard to track relevant metrics.
- Managed and delivered communications through a variety of internal and external channels.
- Partnered with internal stakeholders to provide guidance and recommendations for communication approaches targeting internal and external audiences.
- Developed and edited written content for various audiences, translating complex information into clear, engaging and actionable messaging.

### University of South Carolina Alumni Association

Columbia, S.C.

Senior Communications Specialist

Oct. 2018 – Nov. 2020

- Planned and implemented communications strategies for social media, email, print and web.
- Oversaw media relations, graphic design and video production.
- Wrote feature stories, blog posts, emails, social media, press releases and program briefs. Used Sprout Social for social media management and analytics.
- Developed communications plans for annual giving days, Homecoming, graduation and more.
- Served as the primary copywriter and editor on all official communications.

Alumni Relations Coordinator

Sept. 2016 – Oct. 2018

- Developed print and web-based content supporting the association's strategic plan.
- Managed five social media accounts building the alumni brand.
- Developed alumni takeovers on Instagram to represent diverse alumni careers.
- Copyedited all emails and print materials before release.
- Managed vendor relations with graphic design, mailing and promotional items.

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## EDUCATION

### University of South Carolina

M.M.C. Master of Mass Communication – Dec. 2020

### University of South Carolina

B.A. Journalism & Mass Communications – May 2016

## CERTIFICATIONS

### Federal Aviation Administration

Remote pilot license – November 2024

### Midlands Technical College

Photography certificate – November 2022