

# OGUNLUYI ABIMBOLA SOLOMON

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## PROFESSIONAL PROFILE

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I am a **communication specialist** with a passion for telling stories that connect with people. I combine **technical skills** with **creative storytelling** to create **engaging audio and visual content** that captures attention and influences audiences. I have experience in **Video production, brand messaging, and audience engagement**, helping brands communicate their message clearly and effectively across different platforms.

## CORE COMPETENCIES

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- Strategic communication and audience engagement
- Proficiency in using technical tools and softwares to create high quality audio experiences
- Ability to create professional, engaging, storytelling and persuasive audio/visual contents through voice over skill
- Proven ability to boost social media engagement through strategic content creation
- Expertise in analyzing audience needs and preferences to generate innovative discussion concepts.

## CAREER SUMMARY

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**August, 2023 - November, 2023**  
*Internship*

**Fresh 103.5 FM, Lagos**

- Strengthened my ability to craft compelling messages and deliver impactful presentations.
- Developed a deep passion for storytelling and audience engagement, enhancing my communication effectiveness.
- Applied music and audio production skills to conceptualize and develop a captivating **station identification tune** for **FRESH FM Lagos**, designed to communicate the brand's unique identity and connect with a broader audience.
- Successfully produced a station ID that was **approved for nationwide use** across all **eight Fresh FM radio frequencies** in Nigeria.

**June, 2022 till date**

**Solo Media Concept**

*Founder & Production Engineer / Audio & Video Production*

- **Established and built a fully functional music/audio studio from the ground up** within a short timeframe, demonstrating strong technical expertise and project management skills.

- Led and executed **audio-visual advertising projects**, utilizing specialized skills in **video editing, music production, and Voice over artistry** to create engaging, high quality content.
  - Engineered and produced **professional-grade audio and visual content**, ensuring optimal sound quality and compelling storytelling for various media platforms.
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**August, 2024 – January, 2025**

**Spot light's central**

***Video Editor / Faceless YouTube News Channel***

- Edited and produced **visually engaging news analysis content** on high-profile celebrity lawsuits, transforming audio narratives into compelling visual stories.
  - Ensured the **credibility and accuracy** of news stories by cross-referencing updates with reputable YouTube channels and other reliable sources.
  - Played a key role in enhancing audience engagement through **high-quality video editing**, optimizing storytelling techniques to maintain viewer interest and retention
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**February, 2025 – March, 2025**

**Gerin 95.5 FM,**

**Ilorin**

***NYSC Intern***

- Delivered **timely and accurate news updates** as part of the station's news-casting team, ensuring high standards of journalism and audience trust.
  - Operated and maintained **technical broadcasting equipment**, ensuring **seamless, high-quality transmissions** that met industry standards and audience expectations.
  - Leveraged **indigenous language proficiency** to enhance program sign-ins and signouts, strengthening the station's **cultural relevance and community engagement**.
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**Brands Management Officer**

***LIOZIO Companies — Ibadan, Nigeria / April 2025– Present***

- Created and managed **user-generated and social media video content** to enhance brand visibility and engagement.
- Designed **high-quality graphics** for LIOZIO Companies and its business sectors using Canva.
- Maintained consistent online posting schedules to strengthen digital presence.
- Organized and managed podcast sessions, handling **both audio and video editing**.
- Conducted social media performance analysis to optimize strategy and growth

## **EDUCATION AND QUALIFICATION**

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- **B.Sc. in Mass Communication**, Federal university Oye Ekiti (2019-2024). Graduated with Second Class Upper Division.

## **CERTIFICATION**

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- General computer and graphic design skill certification from YK multimedia business (2019)
- Audio and video production certification from symphony studios (2022)
- Basic online UI/UX design certification from terrahq.com (2024)

## **LEADERSHIP AND VOLUNTEERING EXPERIENCES**

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- Assistant music director at Impact Embassy Gospel Church Oye Ekiti. 2022 to 2024
- Fellowship leader of Mass communication department, Federal university, Oye Ekiti

## **INTERESTS**

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- Learning.
- Games.
- Swimming.
- Travelling.
- Networking.

## **REFEREES**

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- Dr. Ogunluyi Eyitayo Sunday, a Senior member staff at Takaful Insurance  
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- Mr. Jide Ogunluyi, general manager, Fresh Fm, Ado Ekiti  
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