

## CONTACT INFORMATION

■ Hakeemah4523@gmail.com | ■ +2347072233392

## PROFESSIONAL SUMMARY

Dynamic Graphic Designer & Digital Marketer with a proven record of crafting visuals that captivate and campaigns that convert. Delivered 50+ branding projects and high-performing content that boosted client engagement by up to 200%. Combines creativity, strategy, and data-driven insights to help brands stand out and grow their digital presence.

## CORE SKILLS

**Design Tools:** Canva, Adobe Photoshop, Figma

**Marketing Tools:** Meta Ads Manager, Google Analytics (basic), Social Media Scheduling

**Core Competencies:** Brand Identity Design, Content Creation, Social Media Marketing, Visual Storytelling, Campaign Management, Copywriting, Client Communication

## PROFESSIONAL EXPERIENCE

### **Freelance Graphic Designer & Digital Marketer — Neon Nexus (2021–Present)**

- Designed and executed 50+ brand identity and marketing campaigns, increasing client engagement and visibility across multiple industries.
- Created social media content strategies that achieved up to 200% engagement growth.
- Partnered with small business owners to translate brand vision into cohesive visuals, strengthening credibility and customer trust.
- Delivered high-impact assets under tight deadlines.

### **Secretary — International Students' Association, Beibu Gulf University (2018–2021)**

- Coordinated communication and administrative systems for 200+ international members.
- Designed promotional materials that enhanced engagement and event turnout by 30%.
- Cultivated cross-cultural collaboration and organizational management skills.

## EDUCATION

**Bachelor of Computer Science** — Beibu Gulf University, China (2017–2021)

**High School Certificate** — Kuntao Science Academy

## PROJECT HIGHLIGHTS

**Paper Design Craft Initiative:** Developed a handcrafted design and branding campaign that increased event engagement and product visibility by 60%.

**Client Brand Packages (Neon Nexus):** Designed comprehensive brand identity kits—including logos, color palettes, and social media templates—for multiple small businesses, helping each establish a strong and cohesive digital presence.

## LANGUAGES

English — Fluent

Chinese — Proficient

Hausa — Native

## REFERENCE

Available upon request