*📞 08102117710 | ✉️ israelbabs2013@gmail.com*

**PROFESSIONAL PROFILE**

Strategic and innovative Brand Manager with a strong background in digital marketing, social media management, and creative storytelling. Skilled at building and positioning brands across diverse industries by combining data-driven insights with creative content strategies. Adept at developing integrated campaigns, managing cross-functional teams, and ensuring brand consistency across platforms. Passionate about shaping brand identity, increasing market visibility, and driving consumer engagement through authentic storytelling and impactful campaigns.

**CORE COMPETENCIES**

* Brand Strategy & Positioning
* Digital Marketing & Social Media Management
* Campaign Development & Market Penetration
* Creative Direction & Content Strategy
* Consumer Engagement & Retention
* Data-Driven Insights & Performance Analysis
* Storytelling, Animation & Multimedia Branding
* Cross-Functional Team Leadership

**PROFESSIONAL EXPERIENCE**

**Head of Operations**

**Primus Media City, Ibadan, Oyo State**

**September 2020 – Present**

* Directed content and brand strategy across radio, TV, and digital platforms.
* Built campaigns that enhanced corporate visibility and audience loyalty.
* Managed creative teams to align brand messaging with target audience needs.

**Brand Manager / Content Creator (Freelance)**

**Stito Kid YouTube Channel**

* Strengthened brand presence by producing compelling animated stories.
* Created cohesive brand identity through consistent storytelling.
* Applied SEO and analytics to improve visibility, growth, and monetization.

**Head of Social Media & Brand Communication**

**HB Beauty Shop, Denmark**

**June 2023 – Present**

* Brand Growth Consultant
* Drove brand awareness and customer engagement through targeted campaigns.
* Established a consistent digital brand voice across all platforms.

**Social Media Consultant & Brand Strategist**

**Farmatago, Ibadan**

**November 2024 – March 2025**

* Brand Growth Consultant
* Crafted digital strategies to communicate brand values and drive loyalty.
* Produced branded video and animation content tailored to target demographics.

**Head of Social Media & Brand Engagement**

**CACMORTV, United Kingdom**

**August 2022 – 2024**

* Elevated brand presence through integrated digital campaigns.
* Managed YouTube and social platforms to reflect brand identity and ensure consistent growth.

**Brand & Social Media Manager**

**Be Still Bridal, Abuja**

**November 2024 – 2025**

* Designed social campaigns to enhance visibility and customer connection.
* Created brand-aligned content tailored to the bridal and fashion niche.

**Social Media & Brand Development Manager**

**Olori Alaso-oke and Bridals International, Georgia**

**June 2024 – 2025**

* Developed storytelling strategies to highlight cultural and luxury fashion identity.
* Brand Growth Consultant (Contract Roles)

**Cultural and Creative Art NG (Aug 2024 – Sept 2024)**

**Wummzy Fabrics Store, Ibadan (Feb 2023 – Dec 2023)**

**FM Confectioneries and Decor, Ibadan (Aug 2023 – Oct 2023)**

* Built a recognizable online presence and executed campaigns that boosted brand equity and engagement.

**EDUCATION**

Olabisi Onabanjo University, Ago-Iwoye, Ogun State - Bachelor of Arts (Hons), Philosophy

Amazing Grace International College, Ibadan, Oyo State - Senior Secondary School Certificate (2012)

**LEADERSHIP EXPERIENCE**

* Head of Media & Publicity – OOU Joint Believers Summit
* President – Gofamint Students Fellowship, Ago-Iwoye
* Editor-in-Chief – OOU Campus Mirror

**PUBLICATIONS & FEATURES**

* Contributor: Nova Creative Writers, Pride Magazine Ng, Primus Media Magazine
* Featured: Deceemedia.com.ng, Doubleaexclusive.com,

**INTERESTS & HOBBIES**

* Brand Storytelling & Digital Campaigns
* Creative Writing & Blogging
* Public Speaking & Client Services
* Reading, Networking, and Media Innovations