

Career Objective

I'm adaptable, enthusiastic, self-motivated personality, possessing, the ability to adapt very fast to a work environment and to work under little or no supervision. I'm also experienced in meeting strict deadlines to achieve a set organizational objective.

Work Experience

CREATIVE DIRECTOR/MEDIA PERSONELL

Granny Murray School-Abuja (April 2025 - October 2025)

As the Creative Director and Media Personnel at Granny Murray School, I oversee the development and management of the school's creative media strategy. I am responsible for producing high-quality visual content that enhances the school's brand, improves communication, and captures important events and milestones within the school community.

Key Responsibilities:

- ☐ Lead the creative direction and production of all media content, including photography, videography, graphic design, and promotional materials.
- ☐ Plan, shoot, and edit high-quality photos and videos for school events, marketing campaigns, social media, and internal communications.
- ☐ Manage the school's visual brand identity, ensuring consistency across digital and print platforms.
- ☐ Develop creative content for newsletters, flyers, banners, presentations, and advertisements.
- ☐ Coordinate media coverage for school events such as graduations, cultural days, open days, and special programs.
- ☐ Oversee and manage the school's digital presence, including website updates and social media content.
- ☐ Collaborate with the administrative and academic teams to create engaging content that highlights student activities, achievements, and the school's core values.
- ☐ Provide technical support for multimedia presentations and ensure high-quality audio-visual setups during events.
- ☐ Maintain and manage media equipment, ensuring functionality and readiness for all productions.

GRAPHIC DESIGNER | WEB DESIGNER | BRAND STRATEGIST

Penetralia Hub Limited -Abuja (March 2024- April 2025)- Contract Based

Specializing in content creation and web design to enhance user engagement and elevate brand presence. Develop visually appealing and functional web pages aligned with brand guidelines and user expectations.

Key Responsibilities:

- Designed and maintained website layouts, integrating responsive designs for optimal viewing across devices.
- Created engaging content for web pages, aligning with SEO best practices to enhance visibility and audience engagement.
- Collaborated with cross-functional teams to ensure alignment of web content with marketing strategies.
- Performed regular updates and maintenance, troubleshooting technical issues to maintain a seamless user experience.
- Utilized design tools and software, including [mention relevant tools like Adobe Photoshop, WordPress, or any other specific software used], to produce high-quality visuals and layouts. Achievements:
- Successfully increased user engagement metrics by 85% through strategic content and design improvements.
- Received recognition for innovative design concepts and for consistently meeting project deadlines.

CONTENT AND WEB DESIGNER

VocalServ Global-Abuja (July 2024 to March 2025). - Contract Based

Specializing in content creation and web design to enhance user engagement and elevate brand presence. Develop visually appealing and functional web pages aligned with brand guidelines and user expectations.

Key Responsibilities:

- Designed and maintained website layouts, integrating responsive designs for optimal viewing across devices.
- Created engaging content for web pages, aligning with SEO best practices to enhance visibility and audience engagement.
- Collaborated with cross-functional teams to ensure alignment of web content with marketing strategies.
- Performed regular updates and maintenance, troubleshooting technical issues to maintain a seamless user experience.
- Utilized design tools and software, including [mention relevant tools like Adobe Photoshop, WordPress, or any other specific software used], to produce high-quality visuals and layouts. Achievements:
- Successfully increased user engagement metrics by 85% through strategic content and design improvements.
- Received recognition for innovative design concepts and for consistently meeting project deadlines.

CONTENT WRITER

Tonysam Multimedia Company-Ilorin (February 2020 to December 2024)

- Developed engaging and high-quality content for various digital platforms, including websites, blogs, social media, and email newsletters.
- Conducted thorough research on industry-related topics to ensure accuracy and relevance in all written materials.
- Collaborated with marketing and design teams to create compelling content that aligns with brand guidelines and marketing strategies.
- Optimized content for SEO to increase visibility and drive organic traffic to websites.
- Proofread and edited content to ensure clarity, coherence, and error-free delivery.
- Managed content calendars to ensure timely publication of articles and posts.
- Utilized analytics tools to measure content performance and make data-driven improvements.
- Created content that effectively communicated complex information in an easily understandable manner for a diverse audience.
- Developed and maintained a consistent voice and tone across all written materials.
- Engaged with audience through comments and social media interactions to build community and increase engagement.

SOCIAL MEDIA MANAGER

Organization/Business Worked For:

- ❖ ***Tonysam Multimedia Company-Ilorin (January 2018 to December 2024)***
- ❖ ***Abeokuta Woman Herbal Care-Lagos (August 2023 to April 2024)***
- ❖ ***Automobile Home- Abuja (January 2023 to December 2023)***
- ❖ ***Herbs Gallery-Lagos (March 2018 to November 2024)***
- ❖ ***Kenzy Herbals- Ibadan (February 2021-December 2024)***

Key Responsibilities:

- Develops content calendar for all pre-planned social media content across a range of Small Business social channels in accordance with a content strategy
- Plans strategic approaches to socially charged integrated campaigns
- Briefs creative teams on new strategies and content needs, and manages the full process of delivering content that is produced on schedule
- Leads meetings with other strategists, creatives, publishers, and social engagement associates • Circulates content for approvals to key stakeholders, including Legal
- Facilitates continuous content performance optimization
- Develops new strategies to achieve against specific business goals and thoughtfully recommends KPIs and benchmarks to help measure success
- Works closely with the social engagement team to publish content and to develop strategic approaches to real-time content

GRAPHIC DESIGNER

Organization/Business Worked For:

- ❖ ***Let There Be Teachers – Lagos (January 2020- October 2025)***
- ❖ ***Tonysam Multimedia Company-Ilorin (January 2018 to December 2024)***
- ❖ ***Hands On Care Homes-Houston, Texas (July 2022 to March 2024)***
- ❖ ***Abeokuta Woman Herbal Care-Lagos (August 2023 to April 2024)***
- ❖ ***Automobile Home- Abuja (January 2023 to December 2023)***
- ❖ ***Herbs Gallery-Lagos (March 2018 to November 2024)***
- ❖ ***Kenzy Herbals- Ibadan (February 2021-December 2024)***
- ❖ ***Winabel's World-Lagos (April 2021 to May 2023)***
- ❖ ***Mercy Gold School-Abuja (August 2022 to December 2022)***
- ❖ ***Building On The Lighthouse Church-Abuja (February 2018 to August 2021)***

Key Responsibilities:

- Researches and develops the overall layout and production design for advertisements, websites, social media and corporate reports and presentations
- Determines size and arrangement of illustrative material and copy. Arranges layout based upon available space, knowledge of current digital and layout principles and esthetic design concepts
- Creates visual images that identify a product or conveys a message and determines style, techniques and medium best suited to produce desired effects while conforming to specific instructions and industry standards
- Meets with supervisors to determine the scope of project and discusses design at various stages of completion. Presents drafts to supervisor for approval and incorporates changes recommended by clients or supervisors as

necessary

- Prepares, edits or corrects client's digital files to industry design standards
- Produces final layouts for digital, print, or other media. Reviews designs for errors before print, publishing or posting date
- Suggests specifications (i.e. digital media, size, type, paper wt., inks, folds, cuts, etc.), including costs and production timelines
- Maintains graphics supplies and equipment needs

WEBSITE DESIGNER

Organization/Business Worked For:

- ❖ *Volunteer Service Foundation-London, Greater London (August 2023-December 2023)*
- ❖ *Kaffy Comfy-Houston, TX (January 2023-2024)*
- ❖ *Bira Agency-Accra, Ghana (January 2022 to March 2023)*
- ❖ *Tonysam Multimedia Company-Ilorin (January 2018 to December 2024)*
- ❖ *Hands On Care Homes-Houston, Texas (July 2022 to March 2024)*
- ❖ *Abeokuta Woman Herbal Care-Lagos (August 2023 to April 2024)*
- ❖ *Herbs Gallery-Lagos (March 2018 to November 2024)*
- ❖ *Kenzy Herbals- Ibadan (February 2021-December 2024)*
- ❖ *Refined Herbs-Lagos (February 2021 to April 2024)*
- ❖ *Oftriyem NGO- Ibadan (January 2021-October 2023)*
- ❖ *Rio glamour- USA (July 2024)*
- ❖ *NY Pizza ND' Wings - USA (August 2024)*
- ❖ *Vocal Serv - USA (October 2024)*
- ❖ *Akwo Fashion- USA (October 2024)*
- ❖ *Diamond Boutique - USA (November 2024)*
- ❖ *Penetralia Hub- Abuja (January, 2025)*
- ❖ *MedServ- Abuja (February, 2025)*

Key Responsibilities:

- Experience in hand coding, proofing and troubleshooting standards-compliant (Wordpress Websites)
- Experience working with Content System Management (e.g. Wordpress, Elementor)
- Strong skills in web design and development, layout, and user experience
- Experience with mobile/responsive design and SEO best practices
- Solid understanding of web development, accessibility, usability
- Able to solve problems at their root, stepping back to understand the broader context
- Experience developing creative interactive concepts to address business and marketing needs
- Understands the tradeoffs between usability, performance, accessibility and cutting edge user interface.

VIDEO EDITOR

Organization/Business Worked For:

- ❖ *Muyiwa Aro Internation Ministry-Lagos (2017-2024)*
- ❖ *Citizens Of Light Church- Kwara (2017-2024)*
- ❖ *Building On The Word Church, Abuja. (2018-2022)*

- ❖ *Automobile Home- Abuja (2023-2024)*
- ❖ *Herbs Gallery-Lagos (2021-2024)*
- ❖ *Kenzy Herbals- Ibadan (2021- 2024)*

Key Responsibilities:

- Creation of features, elements, sponsored vignettes and other supportive marketing segments • Possible remote and news gathering productions including engineer on live and specialty shoots for Church Events
- Work directly with producers, and programming management communicating and updating information as necessary in regards to schedule/deadlines
- Participate in planning meetings with creative team as needed
- Provide direction to video editors regarding content creation as needed
- Work on post-production projects for Church Programs and cross functional platforms
- Edit a variety of short and long-form projects including digital broadcast and VOD programming
- Create animated graphics for use in advertising, sizzle reels, post-produced and live programming

EDUCATION/CERTIFICATION

- **Bachelor's Degree in Education**
Ahmadu Bello University - Zaria, Kaduna (January 2018 to October 2022)
- **Teachers Registration Council of Nigeria (TRCN Certification) 2023.**
- **Social Media Marketing (Online Course) (January 2023-April 2023)**
- **Data Analysis (Online Course) (January 2024-July 2024)**
- **Graphics Design (Online Course)**
V.S.L Digital Marketing Agency (January 2021 to March 2021)
- **Diploma In Graphics Design**
OG9 Academey, Zaria Kaduna (January 2018 to January 2019)
- **Advance level Diploma**
All central Polytechnic, Ota, Ogun State (January 2012 – August 2013)
- **Senior Secondary School**
Unique Mind International College, Ile-Ife, Osun State

SKILLS

- Driving (4years)
- Office Administration & Management (7 years)
- Web Design (5 years)

- Data Analysis (1 year)
- Offline | Digital Marketer (4 years)
- Video Editing (5 years)
- Graphic Design (7 years)
- Video Production (5 years)
- Content Writing (5 years)
- Social media management (5 years)

ADDITIONAL INFORMATION

- Has strong communication, interpersonal, organizational, and collaboration skills and excellent problem solving skills
- Good project management skills and problem-solving skills
- Strong planning skills, able to prioritize all works and self-motivated to complete as planned
- Excellent typographic skills, as well as experience designing for both digital and print
- Graphic design skills, layout skills, creative services, customer focus, and flexibility
- Excellent planning and organizing skills with the ability to concentrate on several areas of work at one time
- Strong skills maneuvering and posting to social media sites
- Proactively recommends opportunities to strengthen the team, competitiveness, create cost efficiencies, and enhance client experience through social media & lead generation
- Provides senior management with timely and transparent social media reporting for marketing, sales & service, status of social media development & innovations to make effective business decisions
- Think strategically, creatively and proactively; demonstrates clear communication and presentation skills
- Strong inter-personal relationship skills
- Marketing experience, with strong preference for specialization in entertainment marketing or social
- Fluency in Microsoft Office suite (including advanced PowerPoint skills), Internet, on-line services
- Strong analytical experience in developing digital performance metrics
- Demonstrated experience with Motion Graphics Animation and proven storytelling skills
- Strong storytelling skills, with experience producing creative briefs and storyboards
- Experience possessing excellent editing and technical skills
- Strong time-management skills and ability to prioritize and juggle concurring projects and multiple requirements
- Demonstrate strong conceptual skills and the ability to create, debate and refine
- Strong design, organization and production skills, ability to prioritize multiple tasks
- Proven leadership skills and the ability to work effectively with limited direction
- Data Analysis With Excel, R Programming, SQL and Tableau

Professional Reference

Name: Mr. Isaiah Okibe

Position: Senior Software Developer at Vocalserv LTD

Relationship: Project Collaborator/Supervisor

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Name: Mrs. Priscilla Adi Eze

Position: CEO, Tongues and Theatre Enterprise

Relationship: Creative Director

Phone: +234 809 718 9066