

# SAMSON SANYAOLU

## Creative Designer & Web Developer



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### EXECUTIVE SUMMARY

- Highly creative and **multitalented designer** with **5+ years** of extensive experience in multimedia, digital marketing and creative design industry with process driven focus.
- Exceptional collaborative and interpersonal skills; **dynamic team player** with well-developed written and verbal communication abilities. Highly skilled in client and **vendor relations and negotiations**; talented at building and maintaining “win-win” partnerships.
- Passionate and inventive creator of innovative **marketing strategies, campaigns and responsive web design**; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

### PROFESSIONAL SKILLS

#### VISUAL DESIGN

- ▶ Graphic Design
- ▶ Logo and Corporate Branding
- ▶ Web Design & Development
- ▶ Presentation Design

#### DIGITAL MARKETING

- ▶ Social Media Management
- ▶ Search Engine Optimization
- ▶ Ecommerce Setup and Listing
- ▶ Google & Research Analysis

#### MULTIMEDIA

- ▶ Photography
- ▶ Video Editing
- ▶ E-learning Video
- ▶ Business animation

### PROFESSIONAL EXPERIENCE

#### Freelance Graphic & Web Developer / App Developer | Twofour54 – Abu Dhabi Media Zone Authority | July 2019 - Present

Successfully manage and coordinate graphic and web design projects from concept through completion (logo, flyer, letterhead, business card, company profile, roll up, banner, wallpaper, email-signature, price list, invoice/receipt, t-shirt, ID Card etc.). Work closely with clients to establish the overall look, graphic elements and content of communications materials and meet deadlines.

Effectively build, motivate, and direct design and other production teams. Determine the medium best suited to produce the desired visual effect and the most appropriate vehicle for communication. Create and conduct highly persuasive social media management, online media with marketing materials. Develop the graphic elements that meet the clients' objectives with quality standards.

Creatively prepare sketches, layouts and graphic elements by using photo and illustration banks and typography guides. Establish guidelines for illustrators or photographers. Succeeded in all aspects of production for print, audio-visual or electronic materials.

#### Key Achievements:

- Successfully completed client projects with 100% satisfaction and 5 respective references.
- Provided proposal layout and design for government project under extremely tight deadlines.
- Established trusting relationships with other designers, vendors, and key clients.

#### Executive Designer & Digital Manager | Finestwine Global Consult | April 2016 – May 2019

Successfully translated subject matter into concrete design for newsletters, promotional materials and sales collateral. Accountable for the creation of design themes and graphics for sales presentations, training videos and corporate websites. Work independently to produce final design. Through successful **coaching** with my team, I influenced 99.5% uptime in our environment with high quality.

Participated in team effort to produce streamlined production of business proposal, manuals and educational materials for schools and other businesses for development and promotion. Developed new digital marketing strategies like search engine optimization with ecommerce setup that increased overall revenue, reduces marketing cost and improved customer satisfaction to 85%.

#### Key Achievements:

- Earned several awards for providing graphic design support to other employees and for general consulting.
- Coordinated staff participation in community-sponsored charitable events.

**Graphic Designer & Social Media Manager | Associate Instructor** | Gateway Polytechnic of Technology | July 2013 – Mar 2016

Created new design themes for marketing communication. Collaborated with creative team to design and produce computer-generated artwork for compliance and promotional materials. Participated in the production of print and mobile promotional items for key departments under the direction of the registrar. Managed the photography, video editing and live streaming of the school.

Administered numerous published books and project designs with illustration, proof reading, content creation, data analysis with spss, image-matching, printing, launching and feedback generation. Digitally transformed the way the school management used to reach out to the student, the staffs and the potential students through engaging social media visuals and specifications.

*Key Achievements:*

- Consistently recognized for fresh and innovative ideas and applications.
- Developed new art-proofing system that increased overall quality of production and improved corporate awareness to 95%.
- Recruited by the Rector to become their Graphic Designer and also manage their social media.

**Graphic Designer | Subject Teacher** | Brightway Group of Schools | March 2014 – June 2015

Coordinated with the school management to design creative flyers, presentations, e-learning materials, wallpapers, brochure, environmental design and other commissioning to ease the learning process for the students.

I pay special attention to detail on centralizing projects costs by collaborating across teams and organizing data in a well-designed excel sheet shared across teams and likewise, take students on a special class for digital understanding.

Executed overall process of printing and publishing books, articles, projects with storyboard and file management. Reporting to the proprietor with quality. I mandate printing press early in the project life cycle with the management to increase student satisfaction.

**Graphic Designer (Internship) | Digital Marketing Assistant** | FUNAAB Microfinance Bank | Jan 2011 – Feb 2012

Managed the overall design of the microfinance bank during the one-year internship; with creative promo flyers, company profile, customer's log, agent's tag and other engaging materials which increased the brand's corporate identity and sales. Assisted the marketing department with computerized strategies to get more customers with rapid payback and sustainable delivery.

Enhanced the prompt delivery of the bank's financial report and presentation to meet up with government's deadlines on microfinance monthly financial report. Effectively assisted in technical support like photography, video editing, system procurement, system configuration, troubleshooting, reloading, networking and maintenance for continuous use.

## EDUCATION

- **Post Graduate Diploma** (BSc. in Accounting), Crawford University, 2020
- **Higher National Diploma** in Accountancy, Moshood Abiola Polytechnic, 2014
- **Ordinary National Diploma** in Accountancy, Moshood Abiola Polytechnic, 2010
- Professional Training (Graphic & Web Design), Landmark Academy, 2012
- Professional Training (Graphic & Web Design and Digital Marketing), Online (Yoohoo & Udemy Academy)
- Digital Media License (U.A.E Media Zone Authority) - Twofour54, (1653), 2019 - 2021

## TECHNICAL PROFICIENCY

Platforms: Mac OS, Linux, Windows 7/8/10, Android

Tools: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat, Fireworks, After Effect, XD, Android Studio);

Development Skill: HTML5, CSS3, JavaScript, Php, Flutter with Dart (Mobile App Dev. in progress)

QuarkXPress; MS Project, MS Office Suite (Word, Excel, Access, PowerPoint, Outlook); Invision Studio.

Multimedia & Development: WordPress Professional, Filmora, iSpring Suite, OBS Studio, Movavi, VideoScribe, Google Design kits.

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