

## UDOH GEORGE

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### EXECUTIVE SUMMARY

Passionate Graphic Designer with 5 years of experience in crafting compelling visuals for social media. I specialize in creating engaging designs that boost brand visibility and audience interaction. My expertise in content creation, data-driven insights, and community engagement helps brands connect and grow. I excel in dynamic environments and am committed to delivering creative solutions that drive meaningful results.

### PROFESSIONAL EXPERIENCE

#### **Sammy GadgetStore, Lagos.**

*A 5 Star Gadgets Store*

*February 2024-Present*

#### **Graphics Designer**

- Created content that matched the brand's look and message, keeping everything aligned with the brand's goals.
- Improved how often people engaged with posts by 15% through analyzing social media data and supporting community growth.

#### **LDS, Uyo, Aks.**

*A Personal Growth Platform*

*May 2022-December 2023*

#### **Graphics Designer & Video Editor**

- Developed creative graphic design strategies for TikTok, Instagram, and Facebook, leading to a 40% boost in engagement and significant follower growth.
- Designed visually captivating graphics that resonated with the audience, enhancing brand identity and fostering community interaction.

#### **Queens Fashion House, Lagos**

*Fashion House*

*October 2021-March 2023*

#### **Graphics Designer**

- Worked with the marketing team to refine content strategies, boosting click-through rates and conversions from social campaigns.
- Created on-brand graphics that increased social media interactions by 10%.

### EDUCATION

#### **UNIVERSITY OF UYO**

**Uyo, NG**

*Bachelor of Science in Biochemistry*

**present**

### SKILLS

Content Creation, Trend Awareness, Web Design, Marketing, Video Editing, Social Media Management, YouTube, TikTok & Instagram Analytics & Optimization.

