

MUSLIMAH YUSUFF

BRAND STRATEGIST

ABOUT ME

A multifaceted strategist adept in both brand storytelling and design, I am passionate about building and growing purpose driven businesses into brands that consumers can be proud of. With over 2 years of experience, I believe that brands through cross-functional collaboration between product, tech and marketing can influence a better society. All of which are visible in the work that I do.

RELATED WORK EXPERIENCE

- 2020-2022

BRAND STRATEGIST / ACCOUNT PLANNER

Ogilvy Africa, Nigeria

 - Developed brand and communication strategies for global and award-winning brands (The Coca-Cola company, Mondelez, PZ Cussons, Philips Electronics, Frisland Campina) for their West African market.
 - Created distinctive brand positions for national brands to differentiate themselves from other brands in the category they play in.
 - Coordinated in-depth market audit to develop go-to-market strategy for brands looking to tap into the Nigerian market or a new consumer segment.
 - Worked with a team of strategists and creative to pitch and win new businesses for the agency (Frisland Campina, Pay Arena)
 - Worked with creative, digital and account management teams to make sure all creatives and execution is aligned with brand guidelines.
 - Conceptualized ideas for cause and advocacy marketing.
 - Created content strategy for the 8 brands under Frisland Campina on a monthly basis.
 - Involved in the company's growth efforts across digital channels.
- 2020-2020

ART DIRECTOR

A Creative Expression, Lagos Nigeria

 - Designed visual materials for brands like Biggi and Fearless for their digital platforms while adhering to brand guidelines.
 - Conceptualized and designed internal communication for Enyo Retail & Supply.
 - Designed visual guide for 2020 Access Bank City Marathon.
- 2019-2020

ACTIVATIONS EXECUTIVE

Purebay Mangers, Lagos

 - Developed market activation strategy to engage target audience for brands.
 - Tracked activities and product usage of these brands in key markets across Lagos, Kaduna, and Abuja.

- Email

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- Website

muslimahyusuff.com
- Linkedin

muslimah-yusuff

EDUCATION

- M.A ADVERTISING (ONGOING)

University of Tennessee

2022 - 2024
- BSC. MASS COMMUNICATION

University of Ilorin, Nigeria

2015 - 2019

CERTIFICATIONS

- DIGITAL MARKETING

Google Digital Garage

2020
- Diploma in Art Direction

O2 Academy, Lagos

2019

SKILLS

- Brand Strategy
- Growth Marketing
- Digital Marketing
- Content Creation
- Adobe Photoshop
- Adobe Illustrator