

# CALEB OKHAI AYO

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aycaleb@gmail.com  
*Lagos State, NG*

- **Multidisciplinary Digital Strategist**
- **GRAPHIC DESIGNER**

## PERSONALITY INFO

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Possess the ability to not only create visually appealing designs and execute effective digital marketing campaigns but also leverage my ICT knowledge to optimize technical aspects of digital strategies, such as website functionality, user experience, data analytics, and integration of various digital tools and platforms.

A curious mind, apt learner, versatile in various subject matter whose Interest lies in grasping life-applicable knowledge.

Particularly creative, innovative and can handle complications with high interest in learning new things and with careful listening and asking the right questions is able to get solutions very quickly.

## INFORMATION

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Date of Birth: 6th June  
Place of Birth: Delta, Nigeria  
Citizen Status: Not married  
Nationality: Nigerian  
LinkedIn: [linkedin.com/in/aideology](https://www.linkedin.com/in/aideology)

## SOFTWARES USED

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Spreadsheet  
Hootsuite  
Mailchimp  
Corel (Draw, Photo-Paint etc)  
Microsoft Office (Word, Excel, PowerPoint etc)  
Adobe Photoshop

## SKILLS

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### Graphic Design

• Topography • Colour theory • Visual Branding • Print Design • Digital Design • Layout Design • Photo Editing • Time Management

### Digital Marketer

• Digital Advertising • Social Media Management • Content Creation • Data Analysis • Search Engine Optimisation (SEO) • Conversion Rate Optimization • Marketing Automation • Content Marketing • Customer Service • Organic Search

### General ICT/Others

• Microsoft Office Suite • IT Support and Helpdesk • Presentation • Data entry • Mobile Devices and Apps • Networking • Computer Hardware and Software • Communication • Interpersonal • Multitasking

## EDUCATION

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**Dipl** His Seat Computer School Asaba, NG  
*Graphic Design, Microsoft Office*

2015

<b>Cert</b>	Google <i>Digital Marketing</i>	2018
<b>Degr</b>	University of Benin, NG <i>Microbiology</i>	2020
<b>Cert</b>	California Institute of the Arts, USA ( <i>in view</i> ) <i>Graphic Design, Typography, Branding</i>	2023
<b>PE</b>	Self Growth <i>Certification Continuously Achieved</i>	

## PROFESSIONAL EXPERIENCE

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### Graphic Designer/Social Media Manager

**Credible Eye Care** FESTAC, Lagos, NG 2023

*\*Reference upon request*

- Created visually appealing marketing materials for listings, including brochures, flyers, and social media graphics.
- Collaborated with HMO agents to understand features and unique points, translating them into compelling visuals that attracted potential buyers.
- Produced multimedia content, including videos, and interactive visuals, to tell stories of impact and highlight the organization's work resulting in over 60% increase in online impressions and engagement.
- Designed and maintained the company's website, ensuring an updated and user-friendly online presence.

### Senior Graphic Designer

**Aideology** Delta, NG 2022

+2347057095941

- Led a team of junior designers and provided mentorship to improve their design skills and project execution
- Collaborated with clients to understand their design needs and developed creative concepts that aligned with their brand identities.
- Designed various marketing materials, including logos, brochures, flyers, and social media graphics, consistently meeting deadlines and exceeding client expectations.
- Worked closely with the creative team to brainstorm ideas, provide constructive feedback, and ensure consistent visual branding across projects.

### Media Manager

**GeekGirls Africa** Edo, NG 2019

+2349030737384

- Produced multimedia content, including videos, blog posts, and interactive visuals, to tell stories of impact and highlight the organization's work.
- Collaborated with field teams to capture compelling visuals during state-wide missions and relief efforts.
- Designed presentations for meetings, showcasing the organization's achievements and future plans.

### Graphic Designer/Digital Marketer

**Flux Tech Africa** Edo, NG 2019

+2347057095941

- Created a wide range of visual content, including website graphics, infographics, social media visuals, and digital advertisements, to support the company's marketing and branding efforts.
- Collaborated with the marketing team to develop creative campaigns that effectively communicated complex technical concepts to a diverse audience.
- Adapted design assets for various platforms and screen sizes, ensuring consistent branding and visual integrity resulting in a 20% increase in brand awareness.

## **Graphic Designer/Media Personnel**

**RavenBrooks International** Edo, NG

2018

+2348061239409

- Designed impactful visuals for fundraising campaigns, events, and awareness initiatives to support the organization's mission.
- Collaborated with the communications team to create compelling infographics and visual storytelling materials to convey the organization's impact.
- Developed a consistent visual brand identity that resonated with diverse global audiences.
- Led digital marketing strategies to raise awareness, engage supporters, and drive donations across multiple international regions.
- Created and managed content for social media platforms, resulting in a 30% increase in online engagement and donations.
- Designed and executed email campaigns that effectively communicated the organization's achievements and urgent needs.

## **Graphic Designer**

**GoldMark Printing Press** Delta, NG

2015

+2347057095941

- Designed a wide range of print materials, including brochures, business cards, banners, and packaging, adhering to client specifications and brand guidelines.
- Collaborated closely with clients to understand their design needs and provided creative solutions that translated well to print.
- Ensured all designs were print-ready by preparing files with proper bleed, trim marks, and colour profiles.

## **Graphic Designer/Computer Operator**

**I-Power Documents** Delta, NG

2013,2021

+2347057095941

- Operated digital printing equipment to produce customized and variable data prints, meeting clients' personalized marketing needs.
- Collaborated with the design team to ensure artwork was optimized for digital printing and maintained a high level of colour consistency.
- Monitored print quality and performed routine maintenance to prevent downtime.

## **LANGUAGES SPOKEN**

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English, Igbo

## **OTHER SKILLS AND INTERESTS**

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Public health, scrabble, basketball, music, movies, politics