

# ODELEKE JANET O.

## CREATIVE DESIGNER

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### Introduction

Innovative and detail-oriented Creative Designer with a robust background in developing and executing compelling visual and written content across digital, print, social, and traditional media channels. Adept at crafting successful communication strategies, leading creative teams, and fostering relationships with media outlets. Proficient in video/audio editing, creative direction, UI/UX design, and an array of design software. Committed to driving brand awareness and enhancing customer engagement. Passionate about contributing to the success of a dynamic team in a creative or graphic designer role.

### Skills & abilities

- **Creative Direction:** Expert in guiding and inspiring design teams to produce innovative and cohesive visual content.
- **Copywriting and Proof-reading:** Exceptional ability to create and refine engaging written content tailored to diverse audiences.
- **Communications Planning:** Proven track record in developing and implementing successful communications strategies.
- **Media Relations:** Skilled in fostering productive relationships with journalists and media outlets to enhance brand visibility.
- **Social Media Management:** Experienced in creating and executing impactful social media campaigns that drive engagement.
- **Events Marketing and PR:** Proficient in promoting events and enhancing public relations through strategic marketing efforts.
- **UI/UX Design:** Proficient in designing user-friendly and visually appealing interfaces.
- **Video/Audio Editing:** Skilled in editing and producing high-quality multimedia content.
- **Team Leadership:** Effective at managing and mentoring creative teams to achieve project goals.
- **Software Proficiency:** Advanced proficiency in Adobe Creative Suite, Figma, Canva, Corel Draw, Sketch, Adobe XD, and Adobe Premiere Pro.

### Experience

#### PIZZAZZ MEDIA

##### Lead Designer | November 2021 - Present

- Spearheaded the design and execution of over 30 marketing campaigns, enhancing brand visibility by 40%.
- Managed a team of 5 designers, improving team productivity and client satisfaction by 35%.
- Developed and implemented brand guidelines, reducing turnaround time by 20% and ensuring consistency across all marketing materials.

#### PULSE NIGERIA

##### Senior Graphic Designer | June 2022 – December 2022

- Produced over 100 distinct graphics and digital assets, increasing user engagement by 25%.

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- Collaborated with the marketing and editorial teams to streamline design processes, achieving a 30% improvement in project turnaround time.
  - Led the redesign of the corporate website, resulting in a 15% increase in web traffic and improved customer engagement.

#### **MAINLAND FM**

##### **Creative Designer | October 2021 – June 2022**

- Developed and executed daily graphic content for social media, leading to a 20% increase in follower engagement.
- Applied the latest design trends to enhance visual content, increasing viewer retention by 10%.
- Implemented new design software and techniques, improving visual output quality and reducing project completion times by 25%.

#### **AUXILIA MEDIA**

##### **Creative Designer | November 2020 – October 2021**

- Designed and produced over 50 promotional materials, achieving a 30% higher pick-rate compared to previous campaigns.
- Facilitated workshops on design best practices, boosting team creativity and efficiency, leading to a 50% increase in initial customer uptake during product launches.
- Oversaw the production of marketing materials for major campaigns, ensuring adherence to brand guidelines and project specifications.

#### **SKYWORLDLINK TRAVELS AND TOURS**

##### **Graphic Designer | July 2019 – October 2020**

- Created engaging promotional materials that increased the effectiveness of marketing campaigns by 40%.
- Developed multimedia content that enhanced customer interactions by 30% during promotional events.
- Collaborated with external stakeholders to align design work with client expectations, achieving a 90% client satisfaction rate.

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#### **Education**

##### **TEESSIDE UNIVERSITY**

###### **MA Digital Media and Communications**

January 2023 – May 2024

##### **BOWEN UNIVERSITY**

###### **BSc Microbiology**

September 2019 – July 2019

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#### **Professional Certifications**

- Premiere Pro 2022 Essential Training, LinkedIn Learning (2023)
  - Product Design, Torilo Academy (2021)
  - Graphic Design, LinkedIn Learning (2020)
  - Google Digital Marketing, Google (2020)
  - Internet Core Competency Certification (IC3), New Horizon (2019)
  - Adobe Illustrator, New Horizon (2019)
  - COMPTIA Project, New Horizon (2019)
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