

CURRICULUM VITAE

ABDUSSALAM OLUWATONI YISAU

Availability	:	Immediate
Nationality	:	Nigerian
Formal Education	:	University Qualified – B.Sc. - Mass Communication.
Referees	:	On request
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Skills Summary

Positions Held	Social Media Manager, Creative Director/Lead Graphic Designer, Studio Engineer, Diaspora Relations Officer
Hardware	MacBook Pro (13-inch, Early 2015)
Environment	Mac OS Big Sur v11.7.10
Web	Google Chrome, ZOHO (CRM, Mail, Desk)
Packages	Adobe Creative Suite (Adobe Photoshop and Adobe Illustrator) Google Workspace, Microsoft Office Suit, Canva
Applications	Social Media Design, Logo Design, Design Research, Creative Writing, Content Development

Profile

Enthusiastic recent graduate of Mass Communication with a major in Public Relations and Advertising from Babcock University. A creative thinker with a passion for strategic communication, marketing, and graphic design. Eager to contribute dynamic skills and fresh perspectives to a dynamic team.

Professional Development

• 2022	New HORIZONS Foundation Course on Technology
• 2022	Project Management, Nigeria
• 2020	EC-Council CRM (Customer Relationship Management)
• 2019	Microsoft Office Core (Excel L 2-3 PPT 2)
• 2018	Internet and Computing Core Certification, I&II

Education and Qualifications

Babcock University in Nigeria

Bachelor of Science – Mass communication (Second Class Upper Division)

Work Experience

February 2024 – Present	Creative Designer - KVLT WRLD
<ul style="list-style-type: none">Created multiple posters and assets for the biggest day party in West Africa “EVEN IN THE DAY”Designed posters and assets for LLONA’s homeless album releaseDesigned official EVEN IN THE DAY Independence Jersey	
November 2022 – November 2023	Diaspora Relations Officer (Intern)– Nigerians in Diaspora Commission NiDCOM, Abuja
<ul style="list-style-type: none">Acted as a key point of contact for Nigerians living abroad, addressing their concerns, inquiries, and providing assistance when necessary.	

- Acted as a key point of contact during the Sudan Crisis by communicating directly with students, other evacuees and Nigerian Universities. Facilitated the placement of the students into Nigerian Universities.
- Designed the National Diaspora Merit Award presented to Awardees by Hon. Dr. Abike Dabiri-Erewa at the National Diaspora Day which took place at the Presidential Villa Banquet Hall on the 26th of July, 2023. The Awardees included Dr. Okonjo-Iweala, Dr. Phillip Ozuah, Mr. Ahmed Musa amongst others.
- Designed the exclusive invite sent to participants and Guests of a Townhall meeting with the President Asiwaju Bola Ahmed Tinubu GCFR in New York on the 20th of September, 2023.

August 2022 – Present	Creative Director/Lead Graphic Designer – 4K STUDIOS
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- Created Brochures for Real Estate Companies for promotional purposes.
- Worked closely with brand owners to create merchandise designs.
- Worked with a team of creatives to create full rollout content for artistes’ releases including visual content.
- Created logos for multiple startup tech companies.
- Worked with a startup tech company to create custom icons for their website.

August 2022 – November	Assistant Studio Engineer – NiDCOM Radio, Lagos
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- Recorded and edited radio station programs using Adobe Audition.
- Carried out research weekly for the ‘Diaspora of the moment’ series. Provided the names wrote biographies for Nigerians breaking boundaries in their various niches outside Nigeria.
- Carried out surveys to determine target audience of each of the programs and provided a detailed report stating that, then proposed media channels and strategies that can be used to reach them.

May 2021 – September 2021	Social Media Manager/Junior Graphic Designer – Bluesky Media Promotions
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- Worked closely with clients and Customer service to design effective promotions to meet customer needs and exceed sales goals.
- Monitored product development and audience response to adapt marketing and promotion campaigns accordingly.
- Used Adobe Photoshop and Adobe Illustrator to create dynamic, modern and effective Advertising/print marketing materials.
- Developed social media and organized campaigns to maximize sales of newly released Products.
- Developed and implemented overarching social media strategies, informing decision making on future campaigns.

Suitability Matrix

Skill	Experience (Years)	Last Used
MS Office Suite	5.0	current
Adobe Creative Suite	3.0	Current
Canva	3.0	Current
Personal Development Management	1.0	Continuous

Business Analysis and Planning	1.0	Current
Research Analysis	2.0	Continuous