

# CALEB OKHAI AYO

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Lagos State, NG

**Marketing and Communications**  
Design Visionary  
[www.linktr.ee/aideology](http://www.linktr.ee/aideology)

## PERSONALITY INFORMATION

I am a seasoned Digital Marketing Strategist and Product Marketer with a focus on go-to-market strategies and revenue-driven marketing. My expertise includes optimizing media buying for maximum ROI, managing multi-channel campaigns, executing search engine marketing (SEM), and leveraging data-driven insights to build strategic positioning for brands.

As a design visionary, I understand the importance of cohesive branding, user-centric designs, and visually engaging content in digital marketing. My designs often play a significant role in conveying the brand message, attracting audiences, and enhancing user engagement.

## SOFTWARES USED

- Mailchimp
- HubSpot
- Google Analytics
- Meta Analytics
- Capcut
- Camtasia
- Corel (Draw, Photo-Paint etc)
- Microsoft Office (Word, Excel, PowerPoint etc)
- Adobe Photoshop

## SKILLS

### Digital Marketing

• Digital Advertising • Email Marketing • E-Commerce Platform Management • Social Media Management • Content Creation • Google Analytics • Data Analysis • Web/Search Engine Optimization • Conversion Rate Optimization

### Graphic Design (Still, Motion and 3D Design)

• Topography • Colour theory • Visual Branding • Motion Design and Video Editing • Print Design • Digital Design • Layout Design • Photo Editing • Deadline Achiever • 3D Design and Modelling

### General ICT

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

## EDUCATION

<b>Dipl</b>	His Seat Computer School Asaba, NG <i>Graphic Design, Microsoft Office</i>	2015
<b>Cert</b>	Google <i>Digital Marketing</i>	2018
<b>Degr</b>	University of Benin, NG <i>BSc, MCB</i>	2020
<b>Cert</b>	California Institute of the Arts, USA <i>Graphic Design, Typography, Branding</i>	2023

<b>Cert</b>	UDEMY <i>Social Media Marketing</i>	2023
<b>Cert</b>	Wharton University of Pennsylvania <i>Viral Marketing</i>	2024
<b>PE</b>	Self Growth <i>Certification Continuously Achieved</i>	

## WORK EXPERIENCE

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### **Marketing and Communications Supervisor** Full-Time

**Business Travel Management Limited (BTM)** Ikeja, Lagos State, NG

- **Strategic Marketing & Campaign Development:** Develop and implement marketing strategies to increase brand visibility and achieve sales targets. Designed and ran targeted marketing campaigns, including email marketing, social media, and digital advertising, resulting in a 20% increase in lead generation.
- **Client Engagement & Sales Management:** Supervise the sales team, set performance goals, and build strong relationships with key clients. Implemented a new CRM system that improved sales team efficiency and client relationship management.
- **Event Coordination & Communication:** Plan and manage corporate events, trade shows, and promotional activities to increase brand exposure and generate leads. Successfully coordinated and executed a high-profile corporate event attracting over 500 industry professionals and potential clients.
- **Team Leadership & Performance Tracking:** Lead and mentor a team of marketing and sales professionals, fostering a collaborative and high-performance work environment. Use analytics tools to track campaign performance, generate reports, and recommend improvements.

### **Senior Brand Manager (Graphic Design)** Full-Time

**Flowtech (Rhine Industries Nig.)** Orile, Lagos State, NG

- Produced engaging designs for diverse print materials, achieving over 20% increase in client satisfaction ratings and over 15% rise in repeat business through visually compelling and brand-aligned designs.
- Expertly prepared print-ready files using CorelDraw, resulting in a 25% reduction in prepress errors and a 30% improvement in printing efficiency.
- Conducted prepress checks, optimizing designs that led to a 20% decrease in printing-related revisions and over 10% increase in print job accuracy.
- Implemented color management strategies, ensuring a 95% color accuracy rate across various print jobs and reducing color-related reprints by 15%.
- Fostered strong client relationships, resulting in over 25% increase in referral business and revenue growth due to exceptional communication and meeting 90% of client design preferences on initial drafts.

### **Senior Brand Manager (Digital Marketing Lead)** Full-Time

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

- Crafted engaging marketing materials for clinic events and promotions, such as brochures, flyers, and social media graphics, resulting in a 30% increase in event attendance.
- Collaborated with medical professionals to visualize complex medicine concepts, creating visuals that boosted product recognition by over 25% among target audiences.

- Prepared diverse multimedia content, including impactful videos and interactive visuals, showcasing the organization's impact stories, garnering over 40% increase in online engagement and revenue growth.
- Revamped and refreshed the company's digital platforms including e-commerce platforms, ensuring a modern, user-friendly website experience and achieving over 20% rise in website traffic within six months.

### **Creative Designer** Volunteer

#### **Brands Optimal** Ikeja, Lagos State, NG

- Participated in brainstorming sessions to create marketing strategies. Provided visual insights for campaigns and collaborated with cross-functional teams. Contributed to a campaign that increased client sales by 40% and developed pitches that boosted client acquisitions by 20%.
- Designed logos, brochures, social media graphics, and ads. Ensured brand consistency across all materials. Managed multiple projects, meeting tight deadlines.
- Developed 3D models for prototypes, exhibition stands, and brand experiences using Autodesk Maya. Delivered various models for high-profile clients, enhancing product presentations and reducing production costs by 15%.
- Proficient in Corel Suite (Draw, PhotoPaint), Adobe Creative Suite (Photoshop, Illustrator) and 3D modeling software (Autodesk Maya). Strong branding and marketing knowledge. Excellent communication and project management skills.

### **Digital Marketing Lead** Volunteer

#### **Thriving While Waiting** Lagos State, NG

- Created impactful visuals for fundraising, events, and awareness campaigns, supporting the organization's mission.
- Collaborated on compelling infographics and visual storytelling with the communications team, effectively conveying the organization's impact.
- Established a cohesive visual brand identity resonating with diverse global audiences.
- Spearheaded digital marketing efforts, raising awareness and driving donations across international regions.
- Oversee social media content, yielding over 30% boost in online engagement and donation figures.
- Designed and executed successful email campaigns highlighting achievements and urgent needs.

### **REFEREE**

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*\*On Request*