

AYES GRANT DAWAII

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PROFESSIONAL PROFILE

Creative and business-focused professional with experience in graphic design, business strategy, branding, content creation, photography, video editing, social media management, and media leadership. Skilled at combining creative thinking with practical business and marketing goals to develop engaging visual content and support brand growth. Experienced in coordinating creative teams and media activities, with a B.Sc. in Human Anatomy and a strong interest in creative, business, marketing, and management roles.

CORE SKILLS

Graphic Design • Social Media Management • Content Creation • iPhone Photography • Video Editing • Basic UI/UX Design • Business Strategy & Branding • Marketing & Sales • Microsoft Excel & Basic Spreadsheets • Creative Coordination • Media & Publicity, AI Tools & Applications.

PROFESSIONAL EXPERIENCE

Graphic Designer | 2024–2026

- Designed digital graphics and promotional materials for social media, campaigns, events, and brand communication.
- Created visual content with attention to layout, typography, branding, and audience engagement.
- Collaborated with clients and teams to translate ideas and briefs into clear, effective visual designs.

Business Strategist & Business Branding Manager | 2021–2023

- Supported business development through strategic thinking, branding, positioning, and promotional planning.
- Developed branding ideas and marketing approaches aimed at improving business visibility and customer engagement.
- Worked on practical business and sales strategies to support growth and brand consistency.

Photographer — Rocksolid Fellowship | 2022–2026

- Covered fellowship programmes, events, and activities through event photography.
- Captured and organized visual content for documentation, publicity, and social media use.

Video Editor — Rocksolid Fellowship | 2022–2026

- Edited event and promotional video content for communication and social media.
- Selected footage, arranged sequences, and prepared engaging video materials for digital platforms.

Creative Coordinator — Rocksolid Fellowship | 2022–2026

- Coordinated creative activities and supported the planning and delivery of media content.
- Worked with creative contributors to maintain consistency and timely delivery of visual materials.

Head of Media & Publicity — YOCAC, Ekiti State | 2024–2026

- Led media and publicity activities for programmes, events, and organizational communication.
- Coordinated visual content, publicity materials, and social media communication.
- Supported event promotion and audience engagement through strategic media planning and content.

EDUCATION

B.Sc. Human Anatomy — Federal University Oye-Ekiti (FUOYE) | 2026

Oregun Junior and Senior High School | 2015–2018

TOOLS & CREATIVE COMPETENCIES

- Canva, Adobe Photoshop, Figma, Microsoft Excel, smartphone/iPhone photography, and video editing tools.
- Visual branding, social media content development, basic UI/UX design, marketing, and sales.

LEADERSHIP & ADDITIONAL EXPERIENCE

- Media and publicity leadership, creative coordination, event coverage, content production, and brand communication.

Experience working across creative and business functions, with an ability to manage tasks, coordinate people, and meet content deadlines.

REFERENCES

Available upon request.