



OLUWAPELUMI OBANLA

Ajah, Lagos

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SKILLS

Creativity and innovation

Time efficiency

Social media advertising

Video editing

Graphic creation and editing

Print design

CorelDraw

Branding and logo design

Brand identity design

Brand development

Design critique

Innovative design approach

OBJECTIVE

A creative and Detail-oriented Graphic Designer with 4 years of experience in creating visual designs that captivate audiences. Skilled in Adobe Creative Suite, Coreldraw, Photoshop, Pixellab and Canva with expertise in branding and visual storytelling. Proven ability to deliver high-quality designs that meet client objectives and exceed expectations. Collaborative and communicative, with a passion for industry trends and technologies.

EXPERIENCE

Ewaleyi Beauty Hub	Jun 2021 - Oct 2023
Graphic Designer	
Designed printed brochures, banners and signs, aligning visual collateral with brand mission and values.	
Developed digital illustrations, logos, and other graphic elements to meet client specifications.	
Created eye-catching social, digital and print marketing campaigns, enhancing brand awareness and reputation.	
Demonstrated exceptional skill in graphic editing, typesetting, photo manipulation and layout.	
Developed innovative design concepts for various clients, enhancing brand visibility and engagement.	
Worked with continued energy and enthusiasm to meet demands of fast-paced digital design environments.	
Created comprehensive brand identities, ensuring consistency across all marketing materials.	
Ajadeh Event And Conference Center	Mar 2022 - Nov 2024
Graphic Designer	
Conducted market research to stay ahead of design trends, applying insights to projects for competitive advantage.	
Established consistent visual direction for designs and multimedia projects.	
Conducted project research for informed design decision-making.	
Customised designs to cater to diverse audiences, ensuring inclusivity and broad appeal.	

Media Coordinator

Directed the creation of digital content, including videos and blog posts, to enhance online presence.

Managed social media accounts, creating engaging content to increase follower engagement and brand awareness.

Selected and managed writers, photographers and illustrators in press kit development.

Devised strategic research strategies to gain actionable insights into area of interest.

Managed media budgets, tracking expenditures to remain within financial constraints.

Facilitated internal communications, keeping staff informed of media strategies and corporate news.

EDUCATION

Kachitech institute	2022
Graphic Design	
Federal University Of Agriculture, Abeokuta	2021
Horticulture	