

TAIWO BOLUWATIFE PAUL (Heistaiwo)

Lead Livestream Specialist | Content Strategist | Computer Scientist Lagos, Nigeria |
+2347011146547 | taiwiboluwa@gmail.com [[linkedin.com/in/taiwo-boluwatife-ab6516209](https://www.linkedin.com/in/taiwo-boluwatife-ab6516209)]

PROFESSIONAL SUMMARY

Versatile Media Professional and Content Strategist with over **5 years of experience** (since October 2020) in digital production and brand elevation. As the **Lead Livestream Specialist at BlueHaven Studios**, I integrate a **B.Sc. in Computer Science** with advanced creative storytelling to drive measurable audience growth. Expert in end-to-end livestreaming, professional branding/rebranding, and developing high-impact content strategies for educational and religious institutions.

CORE EXPERTISE

- **Livestreaming & Production:** OBS Studio, vMix, and multi-camera setups for global broadcasts.
- **Content Strategy:** Institutional content planning, social media management, and community engagement.
- **Branding & Rebranding:** Visual identity development, logo consistency, and business brand positioning.
- **Creative Media:** Photography, cinematography, scriptwriting, and professional video editing.
- **Technical IT:** Troubleshooting hardware/software, network configuration, and data analysis (IBM SPSS).

PROFESSIONAL EXPERIENCE

Daystar Group of Schools | Lagos, Nigeria Content Strategist | September 2025 – Present

- Architects and manages the digital presence and content ecosystem for the educational group.
- Develops storytelling-driven media to enhance institutional visibility and engagement.

New Fountain Baptist Church (NFBC) | Lagos, Nigeria Content Strategist & Media Lead | 2024 – Present

- Directs overall digital content strategy to align with the church's global mission.
- Monitors and maintains the quality of live stream services, ensuring smooth, error-free broadcasts.
- (Previous: Assistant Media Coordinator since Oct 2020) .

Independent Branding Consultant | Remote/Lagos **Branding & Rebranding Specialist** |
June 2025 – Present

- Executes full-scale visual and strategic rebranding for businesses to improve market positioning.
- Designs custom brand identities, including graphics, overlays, and digital assets.

BlueHaven Studios | Lagos, Nigeria **Lead Livestream Specialist & Media Lead** | 2020 –
Present

- Developed and implemented content strategies for Instagram, Facebook, and YouTube.
- Managed creative teams and achieved a **200% engagement growth** within 30 days.

Federal Airport Authority of Nigeria (FAAN) | Ikeja, Lagos **IT Support Engineer (Intern)** |
June 2022 – Nov 2022

- Diagnosed hardware failures and maintained software programs on multiple platforms.

PROJECTS & ACHIEVEMENTS

- **Media2.0 Bootcamp:** Organized and led an intensive 3-week creative training for aspiring media professionals.
- **NFT for a Cause:** Developed and promoted digital fundraising campaigns supporting displaced persons.
- **OriginWave Series:** Created a storytelling series that brought NFT characters to life through live media.

EDUCATION & CERTIFICATIONS

- **Bachelor of Science (B.Sc.) in Computer Science** | Southwestern University Nigeria (2023).
- **Certificate of Completion: Nine-Week Canva Design Training** (Dec 2025).
- **Data and Statistical Analysis using IBM SPSS** | Professional Certification.
- **Livestreaming Mastery:** Expert proficiency in Facebook and YouTube broadcast ecosystems.

References available upon request.