

FEYINTOLUWA RAWA

CONTENT CREATOR (TOLU'S TV) · GRAPHIC DESIGNER · POLITICAL SCIENCE STUDENT

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PROFILE

Fast-rising content creator and graphic designer with 2+ years of experience building engaging, faceless video content for a fast-growing social media brand (Tolu's TV), alongside a Political Science background from the University of Ibadan. Skilled at combining creative instincts, data-driven content strategy, and design ability to produce work that consistently performs and connects with audiences. Proven track record of viral reach, brand partnerships, and cross-functional collaboration.

EXPERIENCE

Founder / Content Creator

2023 - Present

Tolu's TV (@tolustv)

- Grew a faceless content brand on TikTok to a fast-rising audience of close to 2,000 followers over 2+ years, producing consistent celebrity, culture, and "tea" content.
- Produced multiple viral videos, including standout posts reaching 500K, 600K, 400K, and 180K+ views, alongside a steady stream of videos in the 10K–20K range.
- Designed content strategy using audience psychology principles (FOMO, curiosity gaps, social proof) to drive engagement, shares, and poll participation.
- Secured and delivered the brand's first paid promotional partnership, developing a tiered promo package for future sponsors.
- Created all graphics, thumbnails, and visual assets in-house, handling the brand's design direction end-to-end.

ICT Support Assistant

September 2023 - March 2024

Anest

Lagos, Nigeria

- Participated in meetings, taking detailed minutes for record-keeping and action follow-ups.

Teacher

September 2022 - August 2023

White Springs International Schools

Lagos, Nigeria

- Used effective teaching methods to assist with student development, including collaborative learning, positive reinforcement, modelling, and explicit instruction.

EDUCATION

Bachelor of Science, Political Science

May 2024 - Present

University of Ibadan

Ibadan, Nigeria

SKILLS

- **Creative:** Content creation, video editing (short-form, faceless format), graphic design (thumbnails, flyers, brand visuals)
- **Strategy:** Social media growth strategy, audience psychology, data analysis
- **Professional:** Project management, team collaboration, customer service

LANGUAGES

English - C2 (Proficient)