

Praise-Whyte John

Graphic designer | Marketing specialist. Ex front end developer

Highly skilled designer with over 4 years experience driving sales and engagement in the marketing ad & print media industry. Confident in my ability to successfully market a brand or product with static and motion graphics. Ability to manage and improve websites.

✉ praisewhyte.1.8@gmail.com ☎ +2347047896578 📍 Ibadan, Oyo, Nigeria

WORK EXPERIENCE

● Senior Graphic Designer | Vhenn Entertainment

12/2023 - 12/2024, Nigeria/ United States

Achievements/Tasks

- Increased marketing efficiency by at least 100% after rebranding advertisement content
- Developed brand style guides and identity systems to ensure brand consistency
- Successfully managed 12 different advertisement campaigns for International brands
- Mentored and instructed a small team of 4 Junior graphic designers

● Graphic Designer | Digital Square Marketing Agency

02/2022 - 06/2023, Nigeria

Achievements/Tasks

- Collaborated with Marketing and PR to design graphics boosting engagement by 32%
- Worked with copywriters to create compelling content for email marketing campaigns
- Increased client engagement by 40% through data-informed adjustments made by google analytics and A/B testing

SKILLS

Brand Identity Design | UI Design | Print & Digital Marketing Materials | SEO
Social Media Graphics & ads | Motion Graphics for ads | Email Marketing design
Landing Page & Web Design | Pitch Deck & Presentation Design | Info Graphics.

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) | Figma
Google Analytics | Meta Business Suite | Klaviyo & Mailchimp.

EDUCATION

Bachelor Of Science
Computer science
University of Ibadan
04/2020 - 08/2024

CERTIFICATION

Certified design professional
-Creative Agency
Adobe certified professional
-Adobe

[PORTFOLIO →](#)