

Gideon Idah

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Profile

Highly skilled and creative professional with over 6 years of experience in design, brand strategy, and digital marketing, adept at driving impactful campaigns and product growth. A systems thinker with a proven ability to lead cross-functional teams, manage complex projects, and deliver measurable results in fast-paced, remote environments. Expert in leveraging data-driven insights to optimize brand presence, enhance user engagement, and achieve core business objectives.

Work Experience

12/2023

Head of Product / Creative Director ReBrandU Creative Innovations

- Currently leading strategic initiatives, client relations, and team oversight as Creative Director, driving growth and new business development.
- Provide strategic leadership and oversight for creative projects, ensuring alignment with client objectives and brand vision.
- Manage key client relationships, fostering strong partnerships and securing new business opportunities to expand market reach.
- Develop and implement growth strategies, identifying and capitalizing on new business avenues to increase revenue and market share.
- Oversee creative teams, guiding project execution and ensuring high-quality deliverables that exceed client expectations.

10/2021 – 11/2023

Head of Socials | Product Marketing Manager / Brand Strategist Kokri Brands

- Drove comprehensive social media, content, and brand strategy for a branding agency, managing brand assets and ensuring market alignment.
- Spearheaded the development and execution of brand strategies, achieving key business objectives and enhancing market positioning.
- Directed brand identity across all marketing channels, ensuring visual consistency and cohesive messaging for a vast clientele.
- Conducted in-depth market research and performance analysis, identifying critical improvement areas and informing strategic adjustments.
- Orchestrated cross-functional collaboration with design, marketing, and sales teams, optimizing brand consistency and campaign alignment.
- Managed and resolved brand reputation issues by proactively monitoring social media and customer feedback, safeguarding brand integrity.
- Oversaw the lifecycle of brand assets, including logos, imagery, and content, providing strategic guidance to stakeholders for brand excellence.

08/2020 – 09/2021

Brand & Social Media Manager | Graphics Designer Fitplus Healthcare

- Led brand and social media initiatives for a healthcare firm, enhancing brand image and driving campaign success.
- Executed comprehensive brand campaigns and promotions, significantly increasing brand visibility and engagement across digital platforms.
- Managed and maintained a cohesive brand image, identity, and messaging, ensuring consistency across all communication channels.
- Developed and implemented strategic brand initiatives, aligning marketing efforts with business objectives to drive measurable growth.



Projects

05/2023 – 04/2024

Tobenna Erojikwe's NBA Presidential Campaign

- Coordinated all digital initiatives, ensuring messaging consistency and alignment with the candidate's platform and goals, and overseeing digital content production.

12/2022 – 04/2024

WebitsPay

- Led app development and enhancement, prioritizing user requirements and collaborating with teams to ensure timely delivery, while also strategizing for user acquisition, retention, and growth.

05/2023 – 03/2024

Olumide Akpata's Gubernatorial Campaign

- Oversaw planning, execution, and optimization of digital efforts for the campaign, including social media management, content creation, online advertising, and engagement monitoring.

09/2022 – 08/2023

Powerbanks Renewable Energy Ltd.

- Defined product strategy, gathered and prioritized requirements, and collaborated with cross-functional teams to deliver a successful and scalable product.

05/2021 – 04/2023

The Paint Masters LLC

- Developed brand audits, positioning strategies, and guidelines, while advising on marketing communications tactics.

06/2021 – 06/2022

My Community & Me UK

- Leveraged digital platforms to promote organizational initiatives, crafting campaigns to raise awareness, engage stakeholders, and drive positive social and environmental impact.

11/2019 – 12/2021

Sinach Live In Concert (S.L.I.C) Inspire LTD.

- Planned, executed, and analyzed digital campaigns; while strategizing, creating content, and optimizing campaigns across various online platforms to achieve specific goals & objectives.



Education

07/2025 – 08/2025

Introduction to AI for Digital Marketing

11/2022 – 05/2023

Product Management

01/2020 – 12/2022

Digital Branding & Engagement

Diploma

05/2022 – 12/2022

Lisbon, Portugal

Product Marketing: Advanced Go-to-Market Strategies

MTF Institute of Management, Technology, and Finance

01/2017 – 12/2021

Benin City, Littoral, Benin,
Benin

Information Communication Technology

Bachelor of Science

01/2018 – 12/2020

Bangalore, Karnataka,
India

Brand Management

Program

Education

01/2007 – 12/2013
Chelmsford, England,
United Kingdom of Great
Britain and Northern
Ireland

General Studies
Secondary School

Skills

– PITCH DECKS

Presentation Design



Business Storytelling



Investor Relations



– SOCIAL MEDIA MARKETING

Social Media Ads



Social Media
Management



Campaign Management



Community
Engagement



Content Scheduling



– CONTENT CREATION

Copywriting



Content Writing



Digital Content
Production



Brand Storytelling



– GRAPHIC & MOTION DESIGN

Graphic Design



Motion Graphics



Visual Identity



Brand Asset
Management



– DIGITAL STRATEGY & COMMUNICATION

Digital Marketing



Brand Strategy



Market Research



Campaign Optimization



Reputation
Management



Cross-functional
Collaboration



– PRODUCT MANAGEMENT

User Requirements



Agile Methodologies



Stakeholder & Team
Management



Product Strategy &
Vision



Product Development



Product Marketing &
GTM



Certificates

Introduction to Marketing
University of Edinburgh

Web Development
W3 Schools

Customer Care Essentials
People's First Consult



Certificates

Digital Skills for Africa
Google