



BASSEY MARTINS

GRAPHIC & PRODUCT DESIGN/MEDIA CONTENT
MANAGER

PROFILE

Always seeking possibilities that will determine appropriate solutions by using tools like Corel draw, Photoshop, InDesign and Figma for graphic and product design, WordPress for web development, Google Analytics, Google Ads, Typeform, Visme and Trello for SEO optimization and social media marketing.

CONTACT

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📍 House 9, A Close, 34 Road
Gowon Estate Lagos

SKILLS

- Graphic design
- UI/UX Product development design
- Video editing
- Blogging
- Copywriting
- Web development
- Voice over presentation
- SEO
- Use of Generative AI like GPT-3 to create content, including audio, code, images, text and videos
- Social Management tools: MeetEdgar, Hootsuite, Buffer
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EDUCATION

SECONDARY SCHOOL

Victory High School Ikeja
1994 -1999

BACHELOR OF SCIENCE BUSINESS EDUCATION

University Of Uyo
1999- 2006

UTIVA DESIGN SCHOOL PROGRAM
UI UX Product Design Certification
2023

EXPERIENCE

CREATIVE DIRECTOR

Drayton Business support Ltd

2021 - Present

- Create the message and tone of an advertising campaign.
- Spearhead the art direction of advertising **campaigns**.
- Design art and write copy for advertising and social media marketing campaigns.
- Liaising with other departments to ensure meeting of client deadlines.
- Supervise production of jingles
- Presentation of Voice Overs
- Manage social media accounts of clients

CONTENT MANAGER

Cameraboy TV

2018 - 2021

- Create content and programs for broadcast.
- Schedule programming for broadcast.
- Design art and write copy for social media marketing of online channel.
- Liaising with other departments to ensure meeting of client deadlines.
- Supervise production and direction of shows
- Presentation of Voice Overs
- Manage and grow YouTube channel with Facebook, TikTok and Instagram platforms.
- Supervise online presence of network of four (4) channels, Lagos, Abuja, Imo and Oyo states.

CREATIVE DIRECTOR

Media FAQ3

2014 - 2018

- Create the message and tone of an advertising campaign.
- Spearhead the art direction of advertising campaigns.
- Design art and write copy for advertising and promotional campaigns.
- Manage social media pages of clients

INTERN/PRODUCER/ PRESENTER

DAAR Communications PLC

RAYPOWER FM 106.5

2007 - 2013

Duties:

Creating content for established and new programs for broadcast

Writing of scripts for programs on radio.
Production of jingles and promos
Production of programs

Reported, wrote, edited, voiced, produced, and broadcasted live and recorded radio programs.

Prepared news reports, analyses, and feature stories for instant posting on website.

Participated in the development of regularly scheduled, complex radio feature programming. Covered major events.

Conducted on-air interviews with leading experts on politics, economy, defense, security, intelligence, media, and foreign relations.