

# Peter Olaniyi

**Creative Graphics Designer | Content Creator | Social Media Marketer**

Ogbomoso, Oyo state

[olaniyipeter033595\\_vcg@indeedemail.com](mailto:olaniyipeter033595_vcg@indeedemail.com)

+234 812 975 3167

1. GRAPHICS DESIGNER - I'm a creative Graphics designer with expertise in graphics designing and brand identity making. I develop all kinds of brand identity, flyers, card designs, book covers, social media designs, brochures and many more.
2. CONTENT CREATOR - I'm a professional Content Creator. I create contents (imagery content and video content) to ameliorate brand visibility online.
3. SOCIAL MEDIA MARKETER - I run campaigns and ads for companies and brands on social media to bring about more sales through their social media platforms

I'm good at what I do and I give the best to my clients. I can work well with a team and I can also work alone both in an organization and as a freelancer. I deliver the best of service to the business organization I work for.

## Personal Details

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**Currently Employed:** Yes

**Date of Birth:** 1999-04-08

**Highest Level of Education:** Undergraduate

**Industry:** Information Design & Documentation, Marketing, Media & Communications

**NYSC Status:** Not Applicable

## Work Experience

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### Graphics Designer

Travensure - Ikeja

September 2023 to Present

1. I create stunning social media flyers for the company.
2. I also create business commercials that can be used to drive sales on their social media accounts
3. I develop forms, brand identities, document, magazine upon requirement.
4. I help in creating any kind of visual and I work with a team.

### Graphics Designer

Grace Edu Consult - Ilorin

April 2023 to Present

1. I am in charge of all kinds of creatives of the Academy.
2. I create still and motion graphics for the brands social media accounts.
3. I create visuals to integrate the academy's website.
4. I follow the brand guide, content calendar and trends to develop resonating creatives.
5. I create forms and documents upon requirement.

## **Graphic designer/Coach**

Brilliant Minds Digital - Ogbomoso

November 2019 to April 2022

### Duties

1. I develop all kinds of brand identity for our clients.
2. I design E-flyers, social media designs, book covers, business cards, wedding invitation cards, complimentary cards and many more for our clients when the need arises.
3. I design infographics the company and also for clients.
4. I work for the company also as a Graphics Design Coach.

### Achievements

- The company has recorded much patronage ever since I start working for them.
- The company often receives accolades for our compelling designs.
- I've impacted and trained a lot of students, in which some were recruited into the company as interns.

## **Content Creator/Social Media Manager**

The Solar Haven - Ibadan

September 2021 to February 2022

### Duties

1. I develop contents (imagery content and video content) for the company.
2. I run ads and campaigns with the contents I create on the company's social media platforms.
3. I follow the content calendar for every content.
4. I post content everyday to the company's social media accounts.
5. I come up with creative ideas to ameliorate the company's visibility and sales online.
6. I engage every messages and replies on the company's social media accounts.
7. I manage everything going on the company's social media accounts.

### Achievements

- The company has greatly recorded much patronage through their social media platforms.
- The company's visibility online has greatly been influenced through campaigns.
- A lot of conversions have been recorded on every campaign.
- A lot of engagement has been noticed on every content I develop and post on the company's social media accounts.

## Education

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### **Graduate in Mechanical Engineering**

Ladoke Akintola University of Technology - Ogbomoso, Oyo State.

January 2016 to June 2023

## Skills

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- Adobe Photoshop, Adobe Aftereffect, Adobe Illustrator, InDesign, Canva, Corel draw, Corel Paint (3 years)
- Content Creation (3 years)
- Social Media Marketer (3 years)

- Social Media management (3 years)

## Languages

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- English - Fluent