

Anthony Churchy

Lagos, Nigeria

anthonychurchy@gmail.com

+234 810 910 6979

A dynamic and passionate multi-media artist with a diverse skill set spanning web design/development, photo and video editing and production, media content creation, graphic and fashion design, filmmaking, and project management. Driven by creativity and a relentless pursuit of excellence, I bring a unique blend of artistry and technical expertise to deliver captivating visual experiences.

Personal Details

Date of Birth: 2002-09-07

Highest Level of Education: Undergraduate

Industry: Arts & Entertainment, Information Technology, Management, Marketing, Other, Project Management, Sales

Work Experience

Web Designer and marketing

Envarka, Lagos.

December 2022 to Present

- Developed custom scripts and plugins to extend the functionality of the website
- Developed and implemented a comprehensive digital marketing strategy that increased web traffic by 45% for various clients
- Collaborated with marketing and sales teams to improve content marketing and cross-promotional initiatives
- Developed and implemented a system for tracking and analyzing customer data, resulting in targeted marketing campaigns and improved customer service
- Optimized images and videos for web and mobile to ensure fast loading times and a good user experience for our clients
- Cross-Browser Testing: Conducted thorough testing across different browsers and devices to ensure website compatibility and consistent performance.
- Client Communication: Interacted with clients to understand their design requirements, present design concepts, and incorporate feedback throughout the design process.
- Project Management: Collaborated with cross-functional teams, including developers, content creators, and project managers, to ensure timely delivery of design projects.
- Portfolio Development: Maintained an updated portfolio showcasing completed design projects and demonstrating expertise in various design skills.

Sports Marketer

WAFFLESNCREAM - Lekki, Lagos

September 2022 to Present

- **Brand Promotion:** Developed and executed marketing campaigns that aligned with our brand identity and resonated with the skateboarding community. Utilized various channels, including social media, email marketing, influencer collaborations, and content creation, to reach our target audience.
- **Event Management:** Planned, organized, and oversaw skateboarding events, competitions, and demos. Coordinated with relevant stakeholders, athletes, and sponsors to ensure successful and engaging events that showcased our products and brand values.
- **Sponsorships and Partnerships:** Identified and established partnerships with skateboarding athletes, teams, and influencers. Collaborated on joint marketing initiatives, co-branded products, and community engagement projects to enhance brand visibility.
- **Product Launches:** Coordinated product launches and promotions, ensuring effective communication across all channels. Developed creative marketing materials, such as videos, graphics, and press releases, to generate excitement and interest in our new products.
- **Market Research:** Stayed informed about industry trends, competitor activities, and customer preferences. Analyzed market data to identify opportunities for growth and adjusted marketing strategies accordingly.
- **Community Engagement:** Fostered a strong relationship with the skateboarding community through active engagement on social media, forums, and local skate parks. Responded to customer inquiries and feedback promptly to build a loyal customer base.
- **Budget Management:** Oversaw the marketing budget, ensuring cost-effective allocation of resources and maximizing return on investment for various marketing initiatives.

Social Media Manager/marketer At WAFFLESNCREAM

May 2022 to Present

As a Social Media Manager/Marketer, I successfully executed a wide range of tasks and achieved impactful results, including:

- **Content Strategy and Creation:** Developed and implemented comprehensive content strategies across various social media platforms, aligning with brand identity and target audience preferences. Created engaging and visually appealing content, including graphics, videos, and copy, to enhance user engagement.
- **Platform Management:** Managed and maintained multiple social media accounts, consistently posting relevant and timely content. Monitored platforms for comments, messages, and mentions, responding promptly and fostering meaningful interactions.
- **Community Engagement:** Actively engaged with the online community by initiating conversations, sharing user-generated content, and addressing inquiries. Nurtured a strong online presence and fostered a sense of community around the brand.
- **Follower Growth and Reach:** Utilized organic and paid strategies to increase follower base and expand reach. Implemented effective hashtag strategies, collaborated with influencers, and leveraged trending topics to enhance visibility. We have since increased in our followers by 70%
- **Analytics and Insights:** Regularly analyzed social media performance using tools such as Google Analytics and platform-specific insights. Gained valuable insights into audience behavior, content effectiveness, and engagement metrics, optimizing strategies accordingly.
- **Campaign Management:** Conceptualized, executed, and managed social media campaigns, contests, and giveaways. Collaborated with cross-functional teams to ensure seamless execution and maximize campaign impact.
- **Ad Campaigns:** Designed and executed targeted social media advertising campaigns to increase brand awareness, drive traffic, and boost conversions. Monitored ad performance, adjusted targeting parameters, and optimized ad spend for optimal results.

- **Brand Consistency:** Ensured brand consistency and messaging coherence across all social media channels. Developed and maintained content calendars, posting schedules, and brand guidelines to uphold a unified online presence.
- **Trend Monitoring:** Kept a pulse on industry trends, social media best practices, and emerging platforms. Incorporated innovative features and strategies to stay ahead of the curve and maintain a competitive edge.
- **Performance Reporting:** Generated comprehensive performance reports detailing key metrics, growth trends, and campaign outcomes. Presented findings to stakeholders and utilized data-driven insights to refine future strategies.

Filmmaker

WAFFLESNCREAM - Lagos, Nigeria.

December 2021 to Present

- **Skateboarding Videos:** Produced and directed skateboarding videos featuring skilled skateboarders performing tricks and stunts. Captured dynamic shots and angles to showcase the athleticism and creativity of the skaters.
- **Editing:** Edited and post-produced the footage to create visually engaging and exciting skateboarding videos. Incorporated music, sound effects, and graphics to enhance the overall viewing experience.
- **Storyboarding:** Developed storyboards and shot lists to plan the content and sequencing of shots before filming.
- **Location Scouting:** Explored various skate spots and locations to find the best settings for filming skateboarding scenes, considering lighting, safety, and aesthetics.
- **Team Collaboration:** Collaborated with skateboarders, fellow filmmakers, and crew members to coordinate and execute filming sessions effectively.
- **Video Distribution:** Distributed skateboarding videos through online platforms, social media, and skateboarding websites to reach a broader audience and gain exposure.
- **Client Projects:** Worked on commissioned projects for skateboarding brands, events, or sponsors, producing videos that aligned with their specific marketing and branding objectives.
- **Skill Improvement:** Continuously honed filmmaking skills, staying updated on the latest camera techniques, editing software, and storytelling methods to enhance the quality of future skateboarding videos.

Creative Director

LPY LONERS PARTY - Lagos, Nigeria.

July 2021 to Present

- Assisted with all aspects of the creative process from copywriting to design and execution.
- Supervised creative teams and worked to accomplish 100% client satisfaction.
- Researched trends and provided creative input about color and design.
- Collaborated with other creative professionals to achieve vision goals.
- Designed a series of advertising campaigns that increased brand awareness by 76%
- Developed a content marketing strategy that resulted in a 84% increase in website traffic
- Made films and shot pictures that captivate the image of the brand

Digital/Social Marketing at Buc Regal Tech Academy

Lagos

July 2023 to September 2023

- Led the development and execution of comprehensive digital marketing campaigns, resulting in a 30% increase in website traffic and a 25% growth in social media followers.

- Created and managed a content calendar, producing high-quality blog posts and social media content that consistently engaged the target audience and improved brand recognition.
- Implemented effective SEO strategies, improving the website's search engine ranking and increasing organic traffic by 40% within six months.
- Managed a social media advertising budget of [mention budget amount], optimizing ad performance and achieving a 15% increase in conversion rates.
- Developed and executed social media marketing campaigns across multiple platforms, resulting in a 50% increase in user engagement and a 20% rise in website click-through rates.
- Generated creative and visually appealing content, including graphics and videos, to enhance brand presence and effectively communicate key messages.
- Monitored online conversations, responded to customer inquiries, and managed online reputation to maintain a positive brand image.
- Collaborated with influencers to expand brand reach and successfully executed influencer marketing campaigns.

Event Photo Production For WhereToFromHere, JH, South Africa

July 2022 to September 2023

- **Photography Planning:** Prepared and organized a photo production plan for the skate event, including determining the key moments to capture, required equipment, and logistics.
- **Equipment Setup:** Set up cameras, lenses, lighting, and other photography equipment at strategic locations to capture dynamic and impactful shots of the skate event.
- **Action Photography:** Captured high-quality photos of skaters performing tricks, jumps, and stunts, showcasing the energy and excitement of the event.
- **Candid Shots:** Took candid photos of skaters and spectators, capturing authentic moments and emotions during the event.
- **Event Coverage:** Ensured comprehensive coverage of the skate event, including different skate disciplines, participants, and notable moments.
- **Team Coordination:** Collaborated with other photographers and event staff to coordinate coverage and avoid duplication of shots.
- **Quick Turnaround:** Edited and processed photos promptly to provide real-time or next-day highlights for event organizers, sponsors, and social media sharing.
- **Post-Event Editing:** Conducted post-event editing and retouching to enhance the quality and composition of the captured images.
- **Photo Selection:** Curated the best photos from the event, selecting images that best represented the skaters' skills, event atmosphere, and brand values.
- **Client Communication:** Interacted with event organizers and sponsors to understand their specific photography needs and ensure the delivered photos met their expectations.
- **Photo Delivery:** Delivered the final edited images to the event organizers, sponsors, and participants through digital galleries or secure file-sharing platforms.
- **Feedback and Improvement:** Solicited feedback from clients and peers to improve future photo productions and enhance photography skills.

Film Project For Mami Wata, South Africa

May 2023 to June 2023

- **Skateboarding Videos:** Produced and directed skateboarding videos featuring skilled skateboarders performing tricks and stunts. Captured dynamic shots and angles to showcase the athleticism and creativity of the skaters.

- **Editing:** Edited and post-produced the footage to create visually engaging and exciting skateboarding videos. Incorporated music, sound effects, and graphics to enhance the overall viewing experience.
- **Storyboarding:** Developed storyboards and shot lists to plan the content and sequencing of shots before filming.
- **Skill Improvement:** Continuously honed filmmaking skills, staying updated on the latest camera techniques, editing software, and storytelling methods to enhance the quality of future skateboarding videos.
- **Equipment Management:** Managed and maintained filmmaking equipment, including cameras, lenses, tripods, stabilizers, and audio gear, to ensure optimal performance during filming.
- **Documentation:** Maintained organized archives of footage, project files, and completed videos for easy retrieval and future reference.
- **Feedback and Review:** Gathered feedback from clients, skateboarders, and the skateboarding community to assess the impact and effectiveness of the videos and make improvements for future projects.

Media Production For Quacktails, Lagos, Nigeria.

September 2022 to November 2022

Video here: <https://youtu.be/4nHYdd4JYog>

- **Pre-production Planning:** Collaborated with the documentary team or interviewer to understand the project's objectives and vision, determining the types of photos needed to complement the storytelling.
- **Location Scouting:** Conducted location scouting to identify suitable settings for the documentary or interview photos, ensuring they aligned with the narrative and conveyed the desired atmosphere.
- **Lighting Setup:** Set up lighting equipment to ensure optimal lighting conditions for capturing high-quality documentary or interview photos.
- **Subject Direction:** Provided guidance and direction to subjects during interviews or documentary shoots to capture authentic and meaningful moments.
- **Candid Photography:** Captured candid photos of subjects during their interviews or while they were engaged in natural interactions, showcasing genuine emotions and expressions.
- **Environmental Portraits:** Took environmental portraits of the subjects in relevant settings, which provided context and added depth to the documentary or interview visuals.
- **Behind-the-Scenes Shots:** Photographed behind-the-scenes moments of the documentary or interview production, including crew interactions and preparations.
- **Storytelling through Photos:** Ensured that the photos captured during the documentary or interview complemented the overall storytelling and conveyed the intended messages effectively.
- **Post-Processing:** Edited and retouched the documentary or interview photos to enhance their quality and visual impact.
- **Photo Selection:** Curated a selection of the best photos that aligned with the project's narrative and conveyed the desired emotions and messages.
- **Delivery and Usage Rights:** Delivered the final edited images to the documentary team or interviewer, specifying the usage rights and permissions for the photos.
- **Client Communication:** Maintained open communication with the documentary team or interviewer to address any specific photo requirements or adjustments.
- **Promotion and Distribution:** If applicable, promoted the documentary or interview photos through appropriate channels, such as social media, photography platforms, or the project's official website.
- **Portfolio Update:** Updated the portfolio with the most impactful documentary or interview photos to showcase the ability to capture storytelling moments.

- Feedback and Improvement: Sought feedback from the documentary team, interviewer, or peers to enhance future photo productions and improve photography skills.

Intern - Set designer and co-Styling On Abstrakt's 'Wahala' music video

September 2022 to September 2022

Music Video here: <https://www.youtube.com/watch?v=JC1f5thEnbM>

On the set designing aspect, I collaborated with the video production team to conceptualize and create the visual environment for the music video.

I designed the wooden ramp obstacle the BMXers and skaters utilized.

We carefully considered the song's theme and the artist's vision to design a set that complemented the overall tone and atmosphere of the video. The challenge was to strike a balance between an eye-catching set and ensuring it didn't overshadow the artist's performance.

Additionally, I took on the responsibility of styling the skaters and BMXers featured in the music video. Understanding that their appearance would play a significant role in creating a cohesive and visually appealing video, I worked closely with the BMXers to curate outfits that suited their individual styles while aligning with the overall aesthetic of the video. The goal was to make sure their attire not only looked great but also allowed them to move freely and comfortably during their performances.

While my involvement in the project may not have been extensive, being part of the creative process and contributing to the visual elements of the music video was immensely fulfilling. It was rewarding to witness the final product come together, and I'm proud of the small but meaningful role I played in bringing the artist's vision to life.

Graphic Designer

Preoccupied SCTY - Lagos, Nigeria.

January 2020 to July 2021

- Assisted the lead designer with day-to-day tasks to ensure organization and productivity.
- Ensured that the visions of the director and designer were carried out through production.
- Collaborated with cross-functional teams to ensure designs met business objectives
- Utilized a variety of software to create high-quality visuals, including Adobe Photoshop, InDesign, and Illustrator

Web Designer/Developer For Various Companies/Clients Globally

Recent Companies/Clients Include: thatboystudios.com lonerspartystudios.com lonerspartystudios.com/boveeri.com boveeri.com kikachimemeh.com peiwendesign.com/set-design daviduzochukwu.com

- Website Design: Developed and designed visually appealing and user-friendly websites that aligned with the clients' brand identity and objectives. Ensured that the websites were responsive and optimized for various devices and browsers.
- Graphic Design: Created captivating graphics, including logos, banners, icons, and illustrations, to enhance the visual appeal of websites and other digital assets.
- User Interface (UI) Design: Crafted intuitive and aesthetically pleasing user interfaces, considering user experience and usability principles to improve website navigation and interactions.

- User Experience (UX) Design: Conducted research and usability testing to gather insights and enhance the overall user experience on websites. Made data-driven design decisions to optimize user journeys.
- Front-End Development: Collaborated with developers to implement the designed interfaces and ensure seamless integration of design elements into the final website.
- Content Management System (CMS) Integration: Worked with CMS platforms like WordPress, Joomla, or Drupal to build and update website content efficiently.
- Website Maintenance: Provided ongoing maintenance and updates to websites, ensuring they remained functional, secure, and up-to-date with the latest design trends and technologies.
- SEO and Web Performance: Implemented on-page SEO best practices and optimized website performance to improve search engine rankings and loading speed.

Intern - Product Designer, Waf

- Conducted user research to identify customer needs and preferences, resulting in a 52% increase in product sales
- Collaborated with developers to ensure product designs are implemented accurately and consistently
- Created style guides that improved product design consistency across all platforms
- Analyzed user feedback and data to identify areas of improvement and inform product decisions
- Developed a scheduling system that optimized production capacity and improved on-time delivery for customers
- Created a budget for the production department that reduced labor costs

Education

Bachelor's degree in Project Management Technology

Bells University Of Technology - Ota, Ogun state
September 2019 to September 2023

Diploma in Fashion As Design

The Museum of Modern Art - United States
March 2020 to July 2020

Skills

- Photo editing (7 years)
- Video Editing (8 years)
- Fashion Design (7 years)
- Time Management
- Multitasking
- Communication Skills
- Critical Thinking
- Photo, Video And Media production (8 years)
- Web Design and Development (6 years)
- Content Creation and Strategy (4 years)
- Blog and Copywriting (4 years)

Languages

- English - Native
- Ibibio - Intermediate

Links

<http://vimeo.com/anthonychurchy>

<https://www.instagram.com/anthonychurchy/>

Awards

Finalist at SWIFF Festival

2023

For The Short Film "EVERYTHING MUST END" by Anthony Churchy