

# Adeniji Adeolu Emmanuel

Design + Photo + Video: Stand Out with Adeolu

## CAREER GOALS

I intend to leverage my creative and strategic skills to build strong online communities and amplify brand presence. I also want to create exciting content, implement efficient social media campaigns, and build meaningful relationships with audiences. By staying updated on emerging trends and analytics, I aspire to drive brand awareness, increase engagement, and ultimately contribute to the growth and success of this brand.

## CORE COMPETENCIES

I am an intuitive and innovative thinker eager to put my project, internship, and volunteer experience to use in a quickly expanding organization like the Just Breathe Asthma Foundation. I'm not afraid to work hard or be flexible in order to adapt to the constantly evolving work environment.

## EDUCATION

Peniel Digital (2014–2017)

Diploma in Graphics Design and Photography

Ladoke Akintola University of Technology (2014)

Diploma in I.C.T.

Ladoke Akintola University of Technology (2015–2022)

B. Tech. in Biochemistry

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## LANGUAGES

English and Yoruba

## HOBBIES/ INTEREST

Photography, Football,  
and astronomy.

## PORTFOLIO

Photography:

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

Graphics Design:

[www.dribbble.com/derulo99](http://www.dribbble.com/derulo99)

Video Edits:

<https://drive.google.com/drive/folders/1tJ61jHtd96q1mt9ciT-uqFljRyac2S?usp=sharing>

## PROJECTS

Content Calendar Sample

<https://docs.google.com/spreadsheets/d/e/2PACX-1>

LinkedIn Learning (2021)  
Become a Graphic Designer

Pen to Riches (2022)  
Writing Masterclass

## EXPERIENCE

I possess approximately six years of diversity in the media field, which enables me to handle projects efficiently. I am intimately knowledgeable about the processes of shooting photos, editing, designing graphics designs, writing content, and brainstorming to figure out strategies to generate brand engagement, visibility, and ultimately conversions.

MEDIA INTERN  
PENIEL DIGITAL

March 2016 – August 2018

- Creating infographic designs and brand management
- Led the daily design for a tiny yet successful company.
- I facilitated team meetings for a project to boost sales for clients who own online stores.
- Created layouts and images for written online content as a team effort.

CO-FOUNDER AND CREATIVE DIRECTOR  
DEESPHERE

April 2017 - Current

- Designed logo for a Ninja gaming app.
- Trained a designer who won the best creative award in the mechanical engineering department at LAUTECH 2021.
- Designed brochure for Hannitte Hairs, Lagos.
- I designed a YouTube thumbnail for a [travel vlog](#) that generated around 20k views in 14 days (without ads).

SOCIAL MEDIA EXECUTIVE  
[JUST BREATHE FOUNDATION](#) (N.G.O.)

Jan. 2023 - Current

[vQEikVHvvKbeGsoIi5x0j0lrLf30CTtLJt-e312KakgawlaWJ25atS\\_Rlavhfw6UH28r1ISQ5vSbZZM/pubhtml](https://www.linkedin.com/learning/vQEikVHvvKbeGsoIi5x0j0lrLf30CTtLJt-e312KakgawlaWJ25atS_Rlavhfw6UH28r1ISQ5vSbZZM/pubhtml)

Social Media Post Design  
Sample

<https://dribbble.com/shots/20912946-christmas-throwback-advert>

Article on the best  
affordable drones in 2022

<https://docs.google.com/document/d/1DF6ozIYm72DYNiwnEw0YK5m1SR7DR0czOI9K9Zcadqw/edit?usp=sharing>

*LinkedIn*

<https://www.linkedin.com/in/adeolu-adeniji>

## VOLUNTEERING

JUNE 2017 – JANUARY 2022  
GDG AMBASSADOR

I was a volunteer for the Google Development Group on the LAUTECH campus. I worked with the media team to document and create content for GDG programs at LAUTECH.

AUGUST 2022 - APRIL 2023  
SDG CDS PROJECT  
COORDINATOR ADO-ODO/  
OTA LOCAL GOVERNMENT  
AREA.

- I work closely with the Creative head of social media to increase content on Twitter and Instagram.
- Responsible for brainstorming ideas and infusing text and images into appealing aesthetics.
- Monitored social media KPIs for each channel, including engagement, and followers, and recommended the next line of action to the social media director.

One of my responsibilities is to oversee a group of volunteers that carry out the UN Sustainable Development Goals No. 1 (No Poverty), No. 4 (Quality Education), and No. 11 (Sustainable Communities).

## LUTAAWO

### COMMUNICATIONS ASSOCIATE

April 2023 - August 2023

- Oversaw diverse design tasks: brand style guide creation, media kit development, and general document design.
- Played a crucial role in organizing and editing product photoshoots and video shoots.
- Developed a graphics library of 70+ designs, spanning reels, carousels, mobile videos, YouTube thumbnails, and more.
- Significantly increased Pinterest monthly views organically, from 0 to 2,000, through strategic content initiatives.
- Managed social media presence across Facebook, Instagram, TikTok, and Pinterest.
- Demonstrated proficiency in delivering creative design solutions and driving meaningful engagement on diverse platforms.

## SKILLS



