

CALEB OKHAI AYO

+2347089489499
aycaleb@gmail.com
Lagos State, NG

- **Multidisciplinary Digital Strategist**
- **GRAPHIC DESIGNER**

PERSONALITY INFO

I possess the ability to not only create visually appealing designs and execute effective digital marketing campaigns but also leverage my ICT knowledge to optimize technical aspects of digital strategies, such as website functionality, user experience, data analytics, and integration of various digital tools and platforms.

A curious mind, apt learner, versatile in various subject matter whose Interest lies in grasping life-applicable knowledge.

I am creative, innovative and can handle complications. I like to learn new things and with careful listening and asking the right questions, I can get to solutions very quickly.

INFORMATION

Date of Birth: 6th June
Place of Birth: Delta, Nigeria
Citizen Status: Not married
Nationality: Nigerian

SOFTWARES USED

Spreadsheet
Hootsuite
Mailchimp
Corel (Draw, Photo-Paint etc)
Microsoft Office (Word, Excel, PowerPoint etc)
Adobe Photoshop

SKILLS

Graphic Design

• Topography • Colour theory • Visual Branding • Print Design • Digital Design • Layout Design • Photo Editing • Time Management

Digital Marketer

• Digital Advertising • Social Media Management • Design • Content Creation • Data Analysis • SEO Optimization • Conversion Rate Optimization • Marketing Automation

General ICT

• Microsoft Office Suite • IT Support and Helpdesk • Presentation • Data entry • Mobile Devices and Apps • Networking • Computer Hardware and Software

EDUCATION

Dipl His Seat Computer School Asaba, NG 2015
Graphic Design, Microsoft Office

Cert Google 2018

Digital Marketing

Degr	University of Benin, NG <i>Microbiology</i>	2020
Cert	California Institute of the Arts, USA (<i>in view</i>) <i>Graphic Design, Typography, Branding</i>	2023
PE	Self Growth <i>Certification Continuously Achieved</i>	

WORK EXPERIENCE

Graphic Designer/Social Media Manager

Credible Eye Care FESTAC, Lagos State, NG 2023
**Reference upon request*

- Created visually appealing marketing materials for property listings, including brochures, flyers, and social media graphics.
- Collaborated with real estate agents to understand property features and unique selling points, translating them into compelling visuals that attracted potential buyers.
- Produced multimedia content, including videos, and interactive visuals, to tell stories of impact and highlight the organization's work.
- Designed and maintained the company's website, ensuring an updated and user-friendly online presence.

Senior Graphic Designer

Aideology Delta State, NG 2022
+2347057095941

- Led a team of junior designers and provided mentorship to improve their design skills and project execution
- Collaborated with clients to understand their design needs and developed creative concepts that aligned with their brand identities.
- Designed various marketing materials, including logos, brochures, flyers, and social media graphics, consistently meeting deadlines and exceeding client expectations.
- Worked closely with the creative team to brainstorm ideas, provide constructive feedback, and ensure consistent visual branding across projects.

Media Manager

GeekGirls Africa Edo State, NG 2019
+2349030737384

- Produced multimedia content, including videos, blog posts, and interactive visuals, to tell stories of impact and highlight the organization's work.
- Collaborated with field teams to capture compelling visuals during state-wide missions and relief efforts.
- Designed presentations for meetings, showcasing the organization's achievements and future plans.

Graphic Designer/Digital Marketer

Flux Tech Africa Edo State, NG 2019
+2347057095941

- Created a wide range of visual content, including website graphics, infographics, social media visuals, and digital advertisements, to support the company's marketing and branding efforts.
- Collaborated with the marketing team to develop creative campaigns that effectively communicated complex technical concepts to a diverse audience.
- Adapted design assets for various platforms and screen sizes, ensuring consistent branding and visual integrity.

Graphic Designer/Media Personnel

RavenBrooks International Edo State, NG
+2348061239409

2018

- Designed impactful visuals for fundraising campaigns, events, and awareness initiatives to support the organization's mission.
- Collaborated with the communications team to create compelling infographics and visual storytelling materials to convey the organization's impact.
- Developed a consistent visual brand identity that resonated with diverse global audiences.
- Led digital marketing strategies to raise awareness, engage supporters, and drive donations across multiple international regions.
- Created and managed content for social media platforms, resulting in a 30% increase in online engagement and donations.
- Designed and executed email campaigns that effectively communicated the organization's achievements and urgent needs.

Graphic Designer

GoldMark Printing Press Delta State State, NG
+2347057095941

2015

- Designed a wide range of print materials, including brochures, business cards, banners, and packaging, adhering to client specifications and brand guidelines.
- Collaborated closely with clients to understand their design needs and provided creative solutions that translated well to print.
- Ensured all designs were print-ready by preparing files with proper bleed, trim marks, and colour profiles.

Graphic Designer/Computer Operator

I-Power Documents Delta State State, NG
+2347057095941

2013,2021

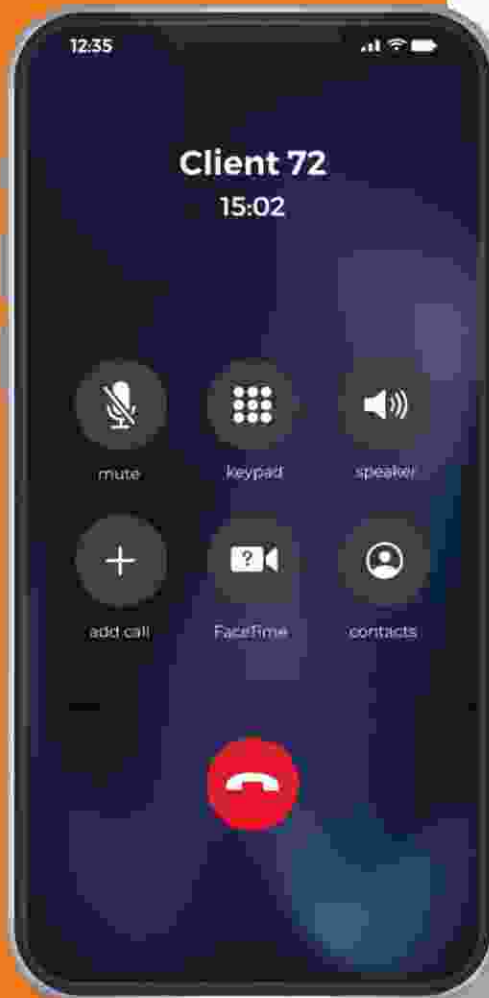
- Operated digital printing equipment to produce customized and variable data prints, meeting clients' personalized marketing needs.
- Collaborated with the design team to ensure artwork was optimized for digital printing and maintained a high level of colour consistency.
- Monitored print quality and performed routine maintenance to prevent downtime.

LANGUAGES SPOKEN

English, Igbo

OTHER SKILLS AND INTERESTS

Public health, scrabble, basketball, music, movies, politics



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**I Design
I Print
I Brand**

Other Services Includes:

Logo Design Fliers Frame
Throw Pillow Nylon Branding
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 [@AideologyGallery](#)



Aideology
Graphics Designer



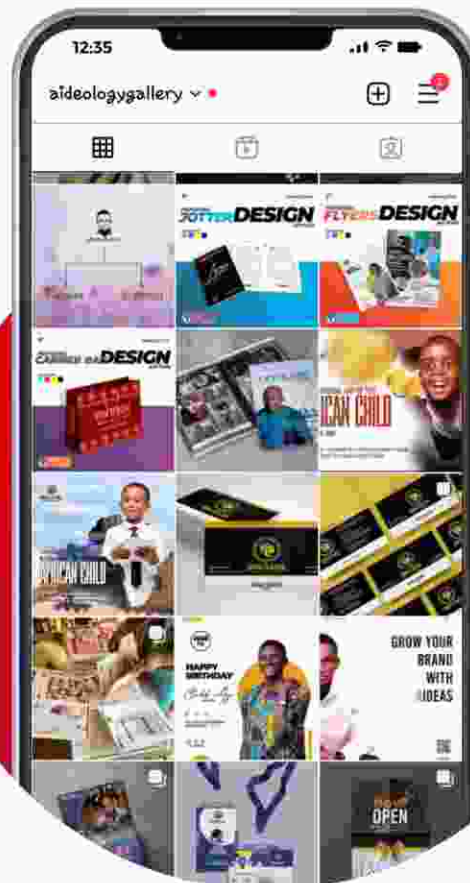
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**HERE
WE GO
AGAIN!**



DESIGN
PRINTING
SOUVENIR
BRANDING

LOGO DESIGN
FLIERS
FRAME
THROW PILLOW
CARRIER BAGS

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July MONTH OF
FOCUS



@AideologyGallery

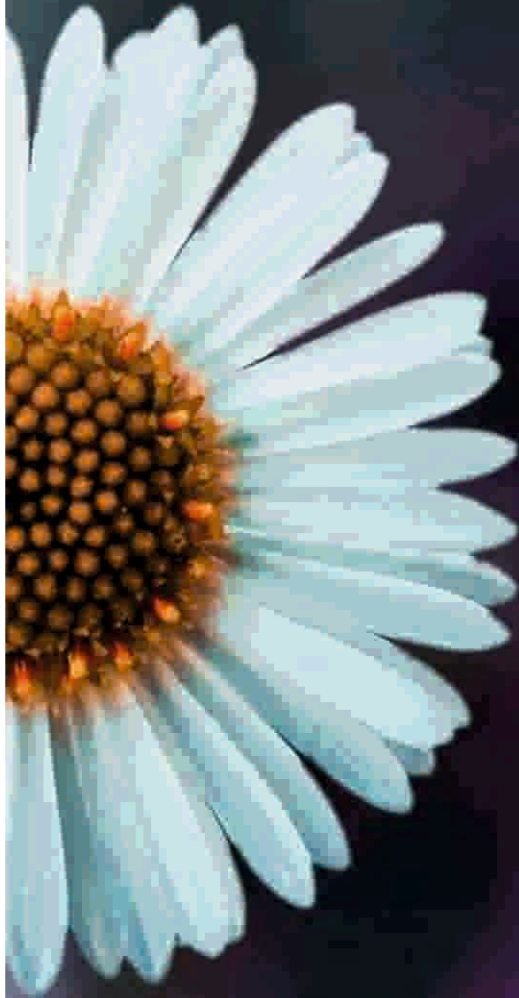




DECEMBER

BLESSINGS OF THE LAST MONTH

PSALM 90



aideology

about.me/aideology



HADASSAH HALL
Creche & Nursery

celebrates

INTERNATIONAL DAY OF THE
AFRICAN CHILD

 **16 JUNE, 2021**

To every child - we dream of a world where you can laugh,
dance, sing, learn, live in peace and be happy.





Club Good Life Presents

FUSION

Friday

22-03-19

DOOR OPENS 9PM

| @NewNtyceLagos (Good Life)


1310 KARIMU KOTUN STREET, VI / INFO: +234(0)810 382 9988

JOIN US FOR

CROSS OVER *Service*



FRIDAY 31ST DECEMBER, 2021

 **FOURSQUARE GOSPEL CHURCH NHQ
62/66 AKINWUNMI STREET, ALAGOMEJI,
YABA, LAGOS**



STREAM LIVE VIA:

mixlr.com/foursquarenhqchurchyaba



[@foursquaregospelchurchyaba](https://www.facebook.com/foursquaregospelchurchyaba)

ministering

 **REV. SAM ABOYEJI**
GENERAL OVERSEER, FOURSQUARE
GOSPEL CHURCH IN NIGERIA.



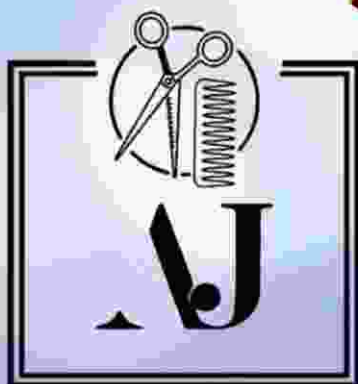


NOW OPEN

Monday - Friday: 9.30am - 8pm

Saturday: 11.30am - 8pm

Sunday: 1pm - 8pm



AJ'S UNISEX SALON

ADDRESS

**VOEN MALL 2ND FLOOR,
BELOW FILMHOUSE CINEMA,
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TELEPHONE

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31st Watchnight

S E R V I C E

THEME →
JOHN 16:13

led

by
the

Spirit

A person in a white shirt and dark pants is walking away from the viewer on a glowing, golden path that curves into the distance. The path is illuminated from below, creating a bright glow. In the dark, cloudy sky above, a white dove is flying towards the right. The overall scene is dramatic and spiritual.

REV.
MAAME YEBOAH
ASIEDU

8pm



| OFFICIALREVERENDGOLD | THEPRAYERTRAIN



Merry Christmas

& HAPPY NEW YEAR

with love from
**CALEB O.
AYO AIDEBOJE**

...enjoy with love

US SAT US SAT DRA

SPICYSP

SAT. 6TH AUG

MUSIC POLICY:
DJ INSTINCT
DJ LAW

HYPEMAN:
HK SUPREME

**@ DISTRICT 10
LOUNGE**

10B, CMD ROAD,
MAGODO GRA PHASE 2,
LAGOS.


**NO MASK
NO ENTRY**

@L_am_jimtexGraphix20



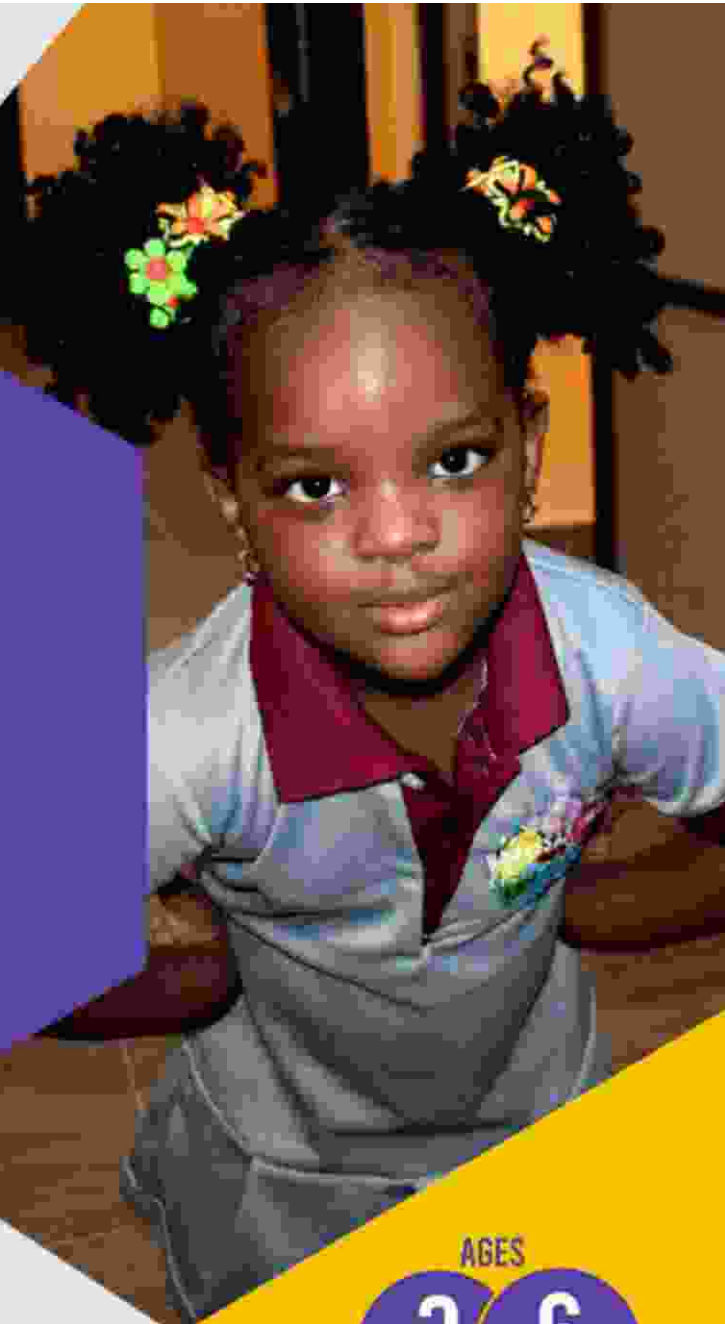


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- Good infrastructure
- Excellent Teachers
- Fun Activities

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DESERVES THE
BEST EDUCATION**

AGES

3

MONTHS

6

YEARS

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www.hadassahhall.com

📱 @hadassahhallng

☎️ +234 818888 1819



MISOSÅ



DOMINION CITY
INDEPENDENCE LAYOUT

CHILDREN REVIVAL *Service*

25TH SEPT.2022 | 8AM
@ GOLDEN HEART
FOUNDATION EVENT CENTER,
NO 98 NZA STREET BY
PSALMS HOTEL JUNCTION.



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ANYTHING ▶
ABOUT**

CREATIVE DESIGNS
QUALITY PRINTS
BRANDING



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COMMUNICATIONS

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[📞 +234\(0\)8056318362](tel:+234(0)8056318362)



ABOUT THE AUTHOR

Joe Edeta is a music executive, music analyst, a psychologist and music journalist whose objective is to promote good music, preserve and celebrate the history and the legacy of American legends as a lifelong professional plan.

The History Of **POP MUSIC**

JOE EDETA

USIC

JOE EDETA

POP MUSIC

JOE EDETA

POP MUSIC

JOE EDETA

POP MUSIC

JOE EDETA



CEM

**OGUAA TEACHERS
HALL- BAKAANO,
CAPE COAST**

**2ND
FEB.**

6:30PM

PROPHETIC

ENCOUNTER

#February Edition

for counselling, prayers & direction call
0244 763 890 / 0507 223 622



Rev. Henry **Danso**

Rev. Michael **Akomeah**

PRAYER . WORD . TEACHINGS . PROPHETIC . DELIVERANCE

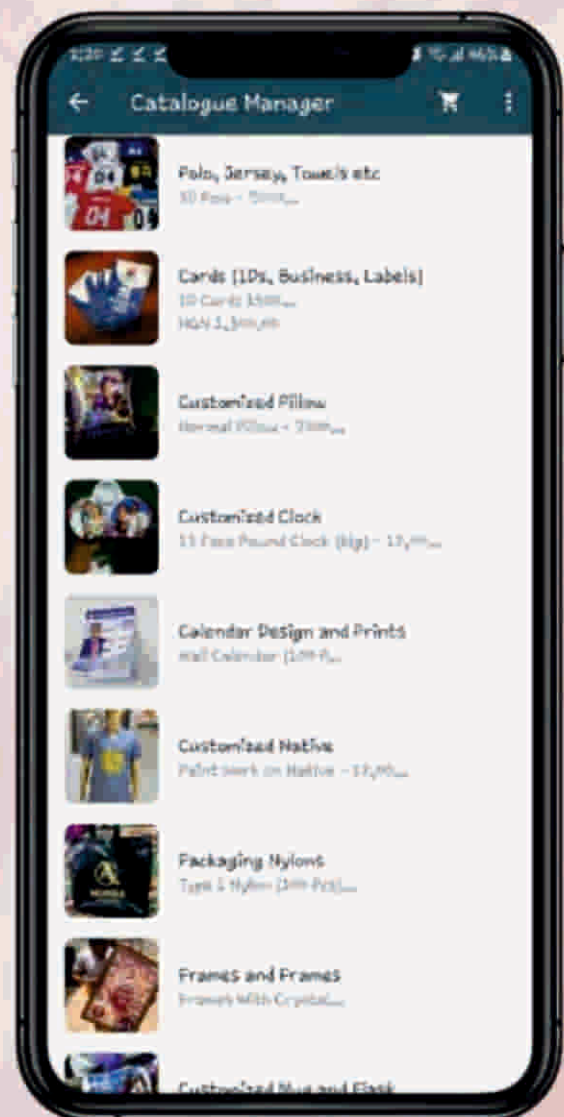
make it a point to **patronize** us this **week**

With our **user-friendly catalogue**, you can access all our products when you go through our profile.

Products ranging from prints to souvenirs and gift items.

Pictures are also readily available to help you see the **proposed outputs**.

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Of the families of

MR ABDULAHI & MRS SIMIYATU OLALERE
of ede local government in osun state

&

MR JUDE & MRS PAULINE EZENWANKWO
of ekwulobia in aguata lga of anambra state

Exchange their
Marital Vows

on Saturday 15th of July 2023

@Mahanaim International Gospel Center,
Ekwulobia Anambra State **10am**

Reception follows immediately
@St Joseph Cathedral Underground
Hall EKWULOBIA.

Colour of the day:
Emerald Green,
Burnt Orange, Silver





Valentine's Day SALE

7TH - 18TH FEBRUARY, 2022

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A Beautiful Life

The entire families of
Dawodu and Campbell
cordially invites you to the

Burial Ceremony
of our beloved, Father, Grandfather,
Great Grandfather, Brother, Uncle, and In-Law

**Pa Ezekiel
Olagbenga Ayodeji
DAWODU**

Aged 75 years

Obsequies

Christian Wake Keep/Service of Songs:

Date: Thursday, 10th February, 2022 Time: 5 pm prompt

Venue: Itun Odo Street, Off Sir Michael Otedola Avenue, Odoragunshin, Eredo, Epe, Lagos State.

Funeral Mass:

Date: 11th February, 2022 Time: 11 am prompt

Venue: St. Peter's Quasi Catholic Church, Odoragunshin, Eredo, Epe, Lagos State

Interment:

St. Peter's Catholic Church Cemetery, Odoragunshin, Eredo, Epe, Lagos.

Reception

Itun Odo Street, Off Sir Michael Otedola Avenue, Odoragunshin, Eredo, Epe, Lagos State.



COVID-19 Protocols
will be strictly observed

REST IN THE BOSSOM OF THE LORD. AMEN.



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