



# EMERIBE KELECHI PATRICK



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31 Bourdillon Road, Ikoyi, Lagos

## PROFILE

I am a creative visual and design professional with experience in advertising, digital marketing and brand management.

In my role as a creative director at HOHA Media, I provide direction to the creative team regarding media placement, design choice and content ideas among other aspects of brand management and advertising. My energetic personality and critical thinking skills lend themselves well to work at a fast-paced ever changing atmosphere.

I excel in both verbal and written communication and strive to ensure that every member of the team is working together and informed at each step of the creative process.

### PERSONAL SKILLS

- Leadership
- Creativity
- Organizing
- Communication
- Critical thinking
- Concept development

### PROFESSIONAL SKILLS

- Digital marketing
- Cinematography
- Brand management
- Still/Motion graphic design
- Photography
- Branding
- web design

### SOFTWARE PROFICIENCY

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premier pro
- Adobe Indesign
- Adobe Aftereffects
- Coreldraw
- Wordpress

### BIODATA

SEX: Male

LANGUAGES SPOKEN: English, Pidgin, Igbo, Hausa

NATIONALITY: Nigerian

### EDUCATION

<i>Brand management certificate</i>	2023	Digital Skills for Africa
<i>Fundamentals of Digital Marketing</i>	2021	Google Digital Skills for Africa
<i>Critical Thinking for Self Development Cert.</i>	2021	Metropolitan School Of Business & Management UK
<i>Fundamentals of Social Media</i>	2020	Muck Rack Academy
<i>Basic Leadership Certificate</i>	2017	Daystar Leadership Academy, Lagos, Nigeria
<i>Web Design Certificate</i>	2015	Wehbpro Training Lagos, Nigeria
<i>Bachelors of Engineering</i>	2012	Federal University of Technology, Yola, Nigeria

### PROFESSIONAL EXPERIENCE

#### MULTICHOICE AFRICA

*a broadcast, media & distribution company*

*Promo Editor*

*April - September 2023*

Created over 100 movie promos/trailers across four different DSTV channels, namely; (Africa magic Epic, Africa magic family, Africa magic Igbo and Africa magic Yoruba).

Created graphics for endboards displaying movie titles, date, time and broadcast channels.

Collaborated with a team of creatives to rebrand endboard graphics

Helped in structuring the promo department and upgraded the standard of movie promos.

## ULTIMA LIMITED

*a media, production & entertainment company*

*Video Editor*

*July 2021- Date*

- Working a part of the team producing one of the biggest reality TV shows in Nigeria (Lion's den and Family Feud) as a videographer/editor
- Conceptualizing, shooting and editing videos for brand promotion
- Manipulating film and video footages to create a complete project that depicts directors envision
- Adding graphics, effects, sounds and music to create a good final footage
- Colour grading videos to be more visually appealing
- Taking briefs to grasp production teams needs and specifications
- Continuously keeping up-to-date with industry trends, editing technologies and best practices
- Managing all technical aspect of video recording, photography and editing

## HOHA MEDIA

*a multimedia outfit (FREELANCE)*

*Creative director*

*Aug. 2018- Date*

- Building, leading and reviewing production of all web, print and digital marketing collateral
- Evaluating new trends and keeping up-to-date with latest marketing techniques
- Organizing graphic design and photography trainings
- Developing and excuting well crafted copy to meet client requirements
- Managing website and social media content
- Developing new ideas for company branding and growth
- Created designs for programs and events for print and online publication
- Managing all technical aspect of video recording, photography and editing

## AMAZING INSPIRATIONS MEDIA LIMITED

*a radio station (92.3 inspiration fm)*

*Video producer / Digital media (Contract) March-Sept. 2019*

- Pioneered a video production department for promotion of radio programmes on youtube and other online platforms
- Developed, produced and reviewed digital media content
- Developed concepts for visual production of selected radio programmes
- Developed website content
- Branded the studio to be visually appealing for video production
- Managed all technical aspect of video recording and editing
- Created designs for programs and events for print and online publication
- Collaborated with event department to develop still and motion graphics for event promotion

## EMPLUG MEDIA (a subsidiary of Emplug limited)

*an online radio and tv/media outlet*

*Multimedia designer*

*May-Dec. 2018*

- Developed and designed printed branding materials for training centres
- Collaborated with team members to develop strategies for promoting/marketing products
- Designed flyers and other promotional materials for music studio promotion
- Developed and created promotional videos for product marketing and publication
- Collaborated with team members to develop programs for online radio

## YADIMA LIMITED (Defunct)

*an event marketing and branding company.*

### *Creative manager*

*Feb. 2016-2018*

- Developed and designed company logo, business card, letterhead/envelop, sticker, ID cards and other branded materials
- Built company website in collaboration with team mates
- Lead a team of photographers, videographers, PR personel and dancers on a two months music tour within 12 states in Nigeria for Artist promotion
- Worked with team members on event photography, video coverage and post-production
- Designed and branded materials for clients' event marketing/promotion
- Organised, planned and supervised photoshoot sessions for portrait, product and events
- Organised trainings on graphic design and photo-editing

## CAMARA STUDIOS

*a photo studio*

### *Photographer assistant*

*March-Sept. 2014*

- Set up studio for photoshoot sessions
- Designed photobooks for clients
- Worked with team members on event photography
- Shot and edited "behind the scene" videos during photo shoot sessions
- Edited and retouched pictures

## MUHYIDEEN COLLEGE OF EDUCATION

### *NYSC (National Youth Service Corps)*

*June 2012-July 2013*

- Taught students on mathematics and computer related courses
- Participated in exam supervision and marking of scripts
- Assisted the chief technician in electrical installations

## MCQUINTUS LIMITED

*a computer sales/IT company*

### *Internship*

*Aug. 2010-Feb. 2011*

- Assisted in computer maintenance, software installations and supply.

## COMPETENCIES

- Ability to work under pressure, meet deadlines and multitask
- Ability to work well independently and as a part of a team
- Strategic thinking
- Planning and implementation
- Solution oriented

## INTEREST/PART-TIMES

- Travel
- Music
- Scrabble
- Swimming

## REFERENCES

Available on request