

ABIOLA EWWUOLA

CREATIVE PORTFOLIO

TABLE OF CONTENTS



- 3. ABOUT
- 4. EXPERTISE
- 5. BRANDS
- 6. DIGITAL RESUME
- 7-10. MARKETING & DESIGN
 - PRODUCT DESIGN
 - BRANDING
 - OUTDOOR DESIGN
 - SOCIAL POST
 - CONTACT

ABOUT **ABIOLA**

DIGITAL MARKETING & CREATIVE SPECIALIST

Abiola Ewuola is a digital marketing creative based in Lagos. He has a plethora of experience working for brands in FMCG, Beauty, Fintech, Social Media, Production, Marketing, Luxury, Lifestyle, Hospitality, and Fitness. While doing so, he manages the social media accounts of various influencers and top businesses while continuing to educate himself by utilizing online courses and media to better his skill set. Abiola has also started his own editorial website that he uses as a creative outlet for himself where he can write about some of his biggest passions.

Abiola is passionate about all of the work he does and holds the skills of being detail-oriented, organized, responsible, a team player, communicative, and manages his time evenly, all while holding a consistent positive attitude.

Being an advocate for mental health, gender equality, and human rights, Abiola has also made it his mission to continue to be involved in both throughout his career.

MULTI-PLATFORM **EXPERTISE**



MARKETING
& DESIGN



SOCIAL MEDIA
























PRODUCT DESIGN
& BRANDING



PRODUCTION

B R A N D S

DIGITAL RESUME

Givanas Group

Digital Marketing / Creative Manager | *October 2023 – Present*

Ivory Beauty Soap

Digital Marketing / Creative Manager | *January 2020 – June 2023*

Bytesize Digital Agency

Media Buying & Account Manager | *June 2018 – December 2019*

Contract Roles

Web Dev, Production, Connected TV Ads, Branding



MARKETING & DESIGN



MARKETING & DESIGN **SKILLS**

MARKETING:

Google Analytics
Salesforce CRM
Salesforce Marketing Cloud
Salesforce Pardot
Mailchimp
Hootsuite
Google Ads
Facebook Ads Manager
HubSpot

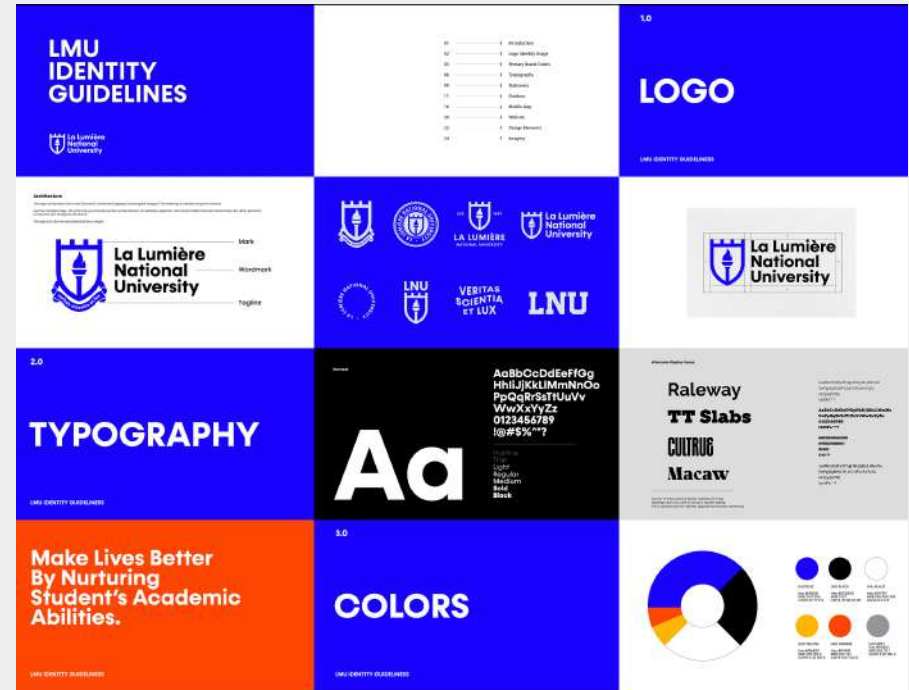
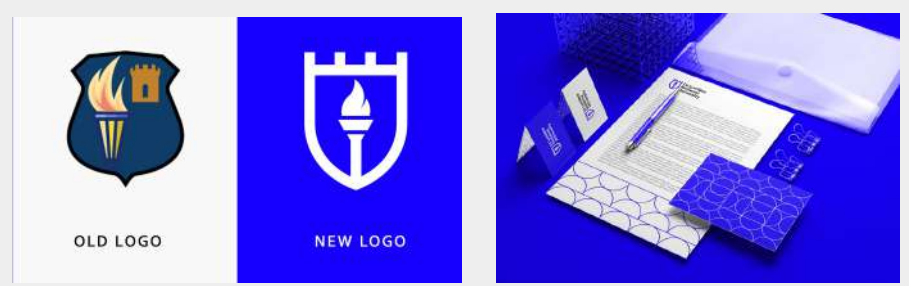
EDITING PROGRAMS:

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premier Pro

WEB DEVELOPMENT:

Webflow
WordPress
Wix

BRAND IDENTITY DESIGN



Additional work is available on **request.**

BRAND IDENTITY DESIGN





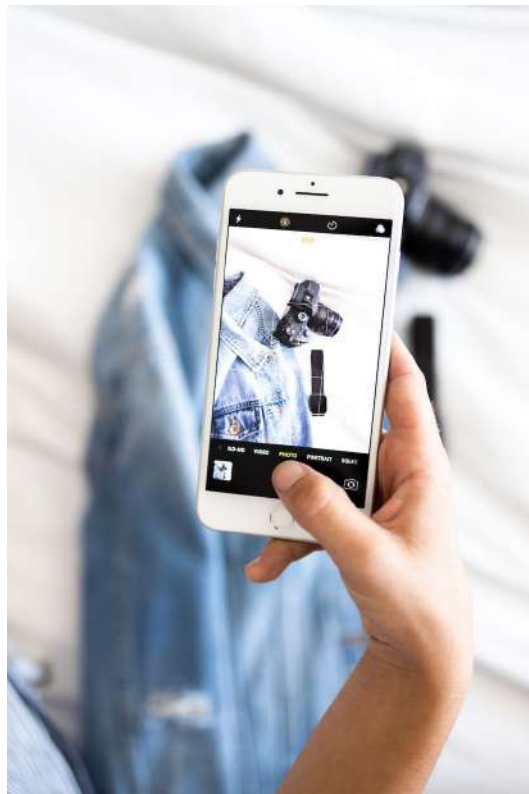
copy design



MARKETING COLLATERAL

Abiola has a very diverse skill set and broad experience within digital marketing and design.

Skills and work include finding a brand's image, aesthetic, and target audience, influencer marketing, social media planning, advertising & growth, researching trends, product designing, copywriting for socials, editorial, and campaigns, building out YouTube, Streaming TV Ads marketing campaigns using software like *Google Ads & Amazon Ads*, *Meta Ads*, deploring the campaigns, deep-diving into analytics and insights, and using the analytics to positively affect the brand image, business, content, and marketing overall.



SOCIAL MEDIA

SOCIAL MEDIA SKILLS

SOCIAL MEDIA PLATFORMS:

Instagram
TikTok
X
YouTube
Snapchat
Facebook
LinkedIn

Pinterest
Spotify
Apple Music
SoundCloud
Tidal

- Social Media Planning
- Social Media Strategy
- Social Media Insights
- Social Media Design
- Researching Social Trends
- Influencer Marketing
- Photography/Editing
- Videography/Editing

ABOUT SOCIAL



Abiola has a well-rounded skill set, knowledge, and experience when it comes to social media. From working with beauty brands, fintech, and various small businesses, he has covered a very diverse list of industries including: FMCG, Beauty, Fintech, Social Media, Creative Agency, Food, Luxury, Lifestyle, Hospitality, and Fitness and much more!

Abiola specializes in executing complete production of all social media content for various influencers and brands, including researching and keeping up with social and industry trends, social planning, capturing, animations and editing imagery, copywriting, organizing a social media calendar, analyzing best times to post, utilizes marketing analytics tools to monitor and track online presence and consumer engagement to deliver unique and interactive content to bring engagement rates above 6%.

SOCIAL POSTS

When working with a brand, all platforms are continuously updated to keep followers engaged with stories, posts, videos, reels, and interactive collateral, like polls, reposts, giveaways, lives, sponsorships, etc. Keeping up with all social trends per industry working with, he knows the best content to post, explores new content ideas, has expertise in influencer marketing, and can continue to help grow a brand's platform.

video reels for social posts for Juste Casa dining



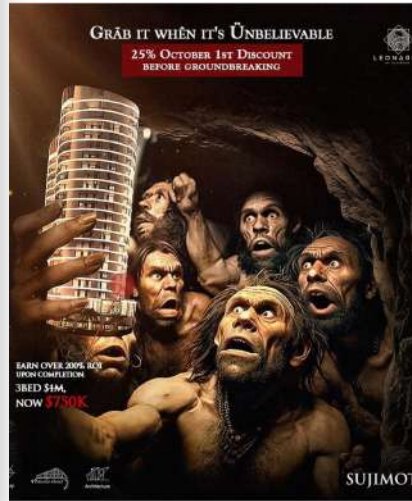
creative animation for social post for Bobaco Bubble Tea



DESIGN WORK



*Paris 2024
branding proposal*



Additional work is available on **request**.



List of Brands Managed / Worked with:

Ivory Soap (Nigeria) - @ivorysoapng

ARM Insurance - @arminsurace

CiGusta (Nigeria) - @CigustaNg

Lara's Cake (Australia) - @larascake

3x Energy Drink (Senegal) - @3xenergydrink

Nivea (Kenya x Nigeria) - @niveang

Lacasera (Nigeria) - @lacaserang

You can find additional work [here](#).

fragrance packaging design



label design

PRODUCT DESIGN



Label design

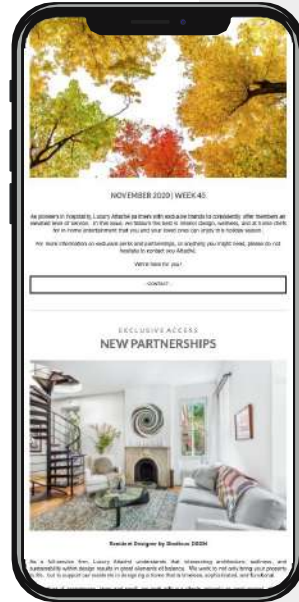
Additional work is available on **request**.



Logo **DESIGNS**

gamp

NEWSLETTER & EMAIL DESIGN



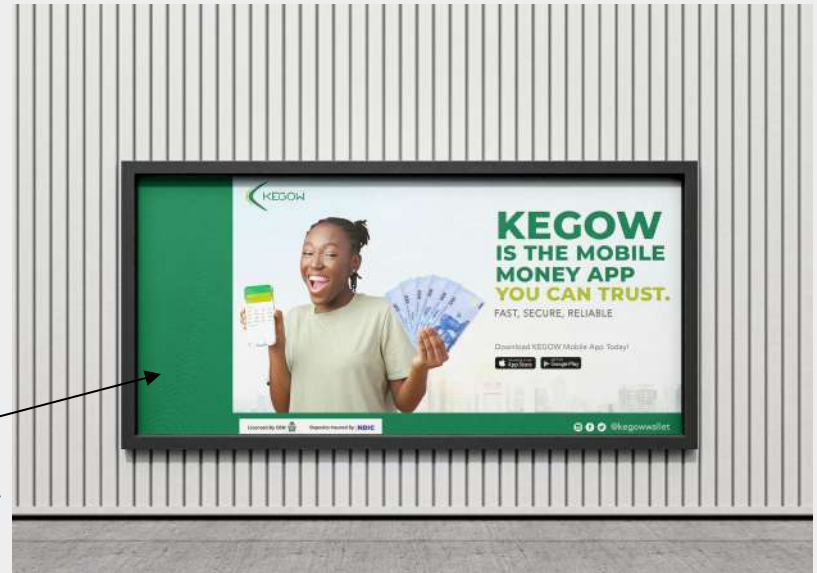
Additional work is available on **request**.

BILLBOARD DESIGN

All Outdoor Advertising creatives are designed to coordinate with each brand's guidelines, aesthetic, target audience, brand partnership, sponsor, and event itself.

Additional work is available on [request.](#)

*Fintech
Billboard design
(Nigeria)*



MARKETING DECKS

*Company profile for Duffe Casa
company*

What we do

With strong expertise in the cosmetics industry, Duffe Casa is your solution for exquisite fragrances, expertly crafted flavors, and the performance-driven specialty chemicals your products demand.

Duffe Casa understands the unique challenges of cosmetic development.

- We provide the ingredients and expertise.
- Tailor solutions that align with your brand's need.

The objectives of the Company are

- To be recognized as a leader partner by our valued clients, providing innovative fragrances, flavors and specialty chemical solutions that address product appeal and customer satisfaction.
- To continuously expand our portfolio of fragrances, flavors and specialty chemicals, through the leadership of local and global regions in the respective industry.
- To continue to maintain a balance of fragrances, flavors and specialty chemicals, and to offer solutions for the customer needs required for our quality, innovation, and our regional customer service.

*Company profile for Duffe Casa
company*

Our Quality policy

Our strength lies on:

- **Customer Focus:** Understanding and exceeding our customers' expectations for ingredient quality, consistency, and innovation.
- **Regulatory Compliance:** Adhering to all applicable industry regulations and standards to ensure the safety and integrity of our products.
- **Supplier Partnerships:** Collaborating with reputable suppliers who share our commitment to quality and sustainability.

Company expertise

Duffe Casa is well positioned to offer our expertise and commitment to the industry industry.

- **Fragrances & Flavors**
 - Fragrance Creation
 - Fragrance Library
 - Flavor Blending
 - Flavor Library
- **Specialist Services**
 - Procurement of high-quality specialist chemicals
 - Regulatory Compliance
 - Specialist Packaging
 - Quality Control

WATER SLEEPING MASK

WEB DESIGN

*web app
development for
real estate
company
(Nigeria)*

Web Development Platforms:

Webflow

Framer

WordPress

Shopify

Web Design Examples:

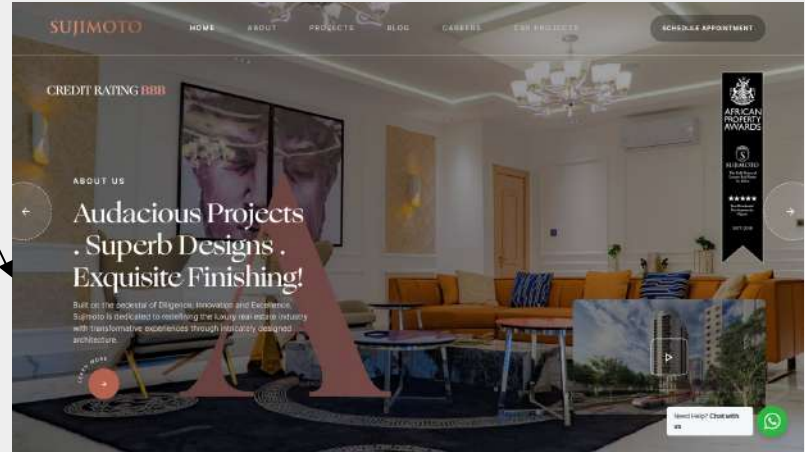
sujimotonig.com

trysend.com

bruhm.com

ubereness.com

Additional work is available on **request**.



*web app
development for
bakery company
(Australia)*

VENDOR DELIVERABLES



Social post design

Social post design

*social media advertising
(facebook, x, instagram, youtube)*

All vendor deliverables are carefully designed to meet the needs of the individual brand, the brand's guidelines, brand aesthetic, and entice the target audience. This includes all flyers, brochures, posters, email graphics, influencer PR gifting, brand promotions, packaging brand inserts, brand cards, social posts, and any other marketing collateral needed. Industries worked with: hospitality, retail, food & beverage, fashion, beauty, and sports.

TV Advertising



Abiola has a well-rounded skill set in motion design, animation skills, and experience when it comes to *TV Ads* media planning & placement across different channels: Websites, Mobile, IoT, Streaming TV, etc.

SOCIAL MEDIA PLATFORMS:

- Netflix
- Hulu
- Prime Video
- Peacock
- Sling
- Paramount+
- HBO Max
- Pluto TV

Streaming TV ads *(Media planner & buyer)*



Additional work is available on **request.**



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