

EFUNWOLE, OLUWAFEMI ISAAC

GRAPHIC DESIGNER/VISUAL COMMUNICATOR

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 <http://bit.ly/4g7e58X>

CAREER OBJECTIVE:

I am a confident, skilled, and committed Visual communicator with over five (5) years of professional experience. I can work on my own and in a team, dependable and reliable in supporting and enabling team effort. I am dynamic, as possess the ability to change my style of work to suit the job at hand. I grasp values and techniques in a short while and put them into practice effortlessly. I have skills and knowledge essential for managing key areas of an organization.

WORK EXPERIENCE

 **GRAPHIC DESIGNER:** Rape and Sexual Abuse Support Service, South Buckinghamshire, United Kingdom
(Sept 2023- till date)

- Formulated and implemented strategic communications to reflect the brand ideology – happiness during outreaches which led to Increased social media engagement and attendance at events.
- Designed materials for awareness campaigns on sexual abuse prevention and survivor support, ensuring messages were clear and empathetic.
- Worked closely with stakeholders to ensure designs respected survivor confidentiality and dignity.
- Managed multiple design projects, delivering high-quality results within deadlines.
- Produced print materials (pamphlets, directories) and collaborated on social media/event promotions

 **SENIOR GRAPHIC DESIGNER:** Samson Agbato Consulting
(May 2019-Jan 2023)

- Implemented a new brand identity for the estate company, resulting in increased brand recognition and a 25% boost in website traffic in the first quarter of launch.
- Led and trained a team of 4 graphic designers to effectively complete multiple high-volume projects within tight deadlines, resulting in a 20% increase in project completion rate.
- Created and launched a fully responsive website for the estate company, leading to a 30% increase in online inquiries and a 40% reduction in bounce rate.
- Designed and executed a successful print marketing campaign for a new real estate development, generating a 15% increase in lead generation and a 10% increase in sales.
- Developed a comprehensive brand style guide for the estate company, ensuring consistent branding across all marketing materials, which led to a 20% increase in brand recognition.
- Collaborated with the marketing team to develop an effective social media strategy, resulting in a 25% increase in social media engagement and a 10% increase in website traffic from social media platforms.
- Produced marketing materials for various estate company events, leading to successful event attendance and a positive brand image.
- Collaborated with the sales team to design visually appealing and informative property brochures, resulting in a 10% increase in property inquiries and sales.
- Successfully managed multiple vendor relationships, such as printers and photographers, resulting in 15% cost savings and consistently high-quality output.



GRAPHIC DESIGNER/SOCIAL MEDIA MANAGER: Brook Asset Resources Limited (Jan 2018- Feb 2019)

- Successfully completing and delivering cost estimates, budget plans, and bills of quantities for various construction projects within the specified deadlines and budgets.
- Increased social media engagement by 30% in the first quarter through the development and implementation of a targeted content strategy.
- Generated a 20% increase in website traffic and lead generation through the design and execution of a successful social media advertising campaign.
- Drove a 25% increase in overall social media followers and engagement by effectively managing and maintaining the company's social media presence.
- Contributed to the success of various estate company events by designing and producing effective marketing materials that enhanced attendance and reinforced a positive brand image.
- Helped drive property inquiries and sales by collaborating with the sales team to design visually compelling and informative property brochures that resulted in a 10% increase in engagement.
- Launched a fully responsive estate company website that resulted in a 30% increase in online inquiries and a 40% decrease in bounce rate.
- Ensured consistent branding across all estate company marketing materials by creating and maintaining brand guidelines, which led to a 20% increase in brand recognition.
- Boosted email marketing performance by conceptualizing and executing successful campaigns that increased open rates and click-through rates by 25%.
- Designed and executed a print marketing campaign for a new real estate development that resulted in a 15% increase in lead generation and a 10% increase in sales.

EDUCATIONAL PROFILE



Teesside University, Middlesbrough (Jan 2023 - Jan 2025)

MA Visual Communication with Advanced Practice



Obafemi Awolowo University (OAU) (Jan 2013 - Jan 2018)

B.Sc. Estate Management

HIGHLIGHT OF CORE SKIL

- Numeracy skills and the ability to carry out mathematical calculations
- Analytical skills and an ability to interpret data
- Technological skills
- Problem-solving skills and an ability to think logically
- Strong attention to detail
- Excellent verbal communication skills and an ability to manage customers
- Willingness to work in a group but also independently

TECHNICAL SKILLS

Adobe Photoshop; Adobe Illustrator; Adobe InDesign; Adobe Aftereffects; Figma; Corel Draw; Microsoft Office Suite; Google Cloud Computing Suite; Mail Chimp; Social media advert; Copywriting

LICENSES & CERTIFICATIONS



Adobe Certified Professional in Visual Design Using Adobe Photoshop - Adobe



Adobe Certified Professional in Visual Design Using Adobe Illustrator - Adobe



Google Digital Skills for Africa Certificate - Konverge Media



Project Management Foundations: Small Projects - LinkedIn