

Creative and results-driven Senior Content Producer with over 9 years of experience leading video production, content strategy, and digital content marketing initiatives. Proven ability to increase brand social media growth by over 400% and boost MQL conversions by 200%. Expertise in directing comprehensive video content, motion design, and integrated campaigns to enhance product adoption and drive revenue growth. Skilled in leveraging analytics to optimise performance and achieve significant business objectives.

WORK EXPERIENCE

Creative Content Strategist & Motion Designer

Brandsquare

Remote , China

2026 – Present

Led the full creative content strategy and visual production operations for BrandSquare, managing a team of six creatives across video editing, motion design, content creation, and digital marketing. Responsible for building and executing the content framework that grew BrandSquare's digital presence from the ground up, developing a content strategy that positioned the brand as a credible authority in cross-border B2B e-commerce and industrial machinery supply across West Africa.

Conducted detailed market research to identify audience behaviour, content gaps, and platform trends, using these insights to shape the brand's content direction and delivery structure. Developed and managed a structured content calendar and delivery system that ensured consistent, high-quality output across all digital platforms. Oversaw all video content editing, motion graphics production, and visual storytelling for the brand, maintaining a clear and distinctive brand aesthetic across every content format. Collaborated closely with the marketing and operations teams to align content strategy with commercial objectives, resulting in measurable growth in brand awareness and audience engagement across social media and digital channels.

Senior Content Producer & Video Editor

Aktok

Remote, Canada

02/2024 – 2026

Spearheaded full video content production and creative content strategy for a rapidly expanding B2B SaaS platform, crafting compelling video narratives and content that transformed complex product features into engaging, accessible material across all digital platforms.

Devised and executed an integrated content strategy spanning social media, video, and digital channels, achieving over 400% growth in brand social media presence within the inaugural year.

Produced, directed, and edited a comprehensive collection of product explainer videos, case study films, social content, and advertising campaigns, successfully establishing a distinctive brand visual identity.

Collaborated closely with product managers and UX teams to translate intricate SaaS functionalities into clear, persuasive video narratives, resulting in a 60% uplift in product adoption rates.

Implemented a scalable video content workflow for sales enablement and lead nurturing, which amplified MQL conversions by 200% and contributed directly to revenue expansion.

Established performance reporting frameworks and analytics dashboards to provide clear insights into content efficacy, audience growth, and conversion metrics.

Integrated continuous feedback loops from sales and customer support departments to refine content messaging and optimise overall campaign performance.

Creative Director & Digital Content Manager

Newedge Finance Ltd. (Palmcredit, Newcredit, Easybuy)

Lagos, Nigeria

03/2023 – 12/2024

Oversaw creative direction and content strategy across three major fintech brands concurrently, developing visual identities, directing campaign productions, and managing content teams to ensure consistent, premium brand experiences.

Formulated and executed comprehensive content strategies for all three fintech brands, leading to a 300% increase in overall brand awareness and a more than 400% expansion in social media reach.

Directed video content, motion graphics, and advertising campaigns across social media, digital, and broadcast platforms, achieving a 400% improvement in engagement rates.

Led and managed a team comprising brand managers, designers, and content creators, providing creative leadership, art direction, and quality assurance for all content outputs.

Authored and maintained brand content guidelines and visual identity frameworks, ensuring cohesive creative execution across all three brands simultaneously.

Cultivated strategic influencer content partnerships that significantly amplified brand reach and credibility among target demographics in Nigeria.

Broadcast Media Manager & Content Producer

Makintouch

Remote, United Kingdom

01/2021 – 12/2023

Managed the complete scope of content production, digital marketing, and broadcast media operations, including oversight of infrastructure, workflows, and team capability enhancement.

Engineered and deployed SEO content strategies that elevated search engine rankings and contributed to a 300% surge in organic website traffic.

Produced and managed high-calibre video and written content across social media, blogs, and email campaigns, thereby increasing traffic and engagement by over 400%.

Led the comprehensive overhaul of corporate broadcast media infrastructure, managing the procurement, installation, and deployment of professional digital broadcast equipment.

Trained and developed a team of 42 media professionals in cinematography, lighting, audio, video editing, and live streaming, establishing robust in-house production capabilities.

Creative Content Strategist & Brand Director — Corporate Clients

Independent — Nigeria LNG, Total Oil, Pepsi, Market Square

Nigeria

05/2019 – 04/2025

Acted as Creative Content Strategist and Brand Director for a diverse portfolio of Nigeria's premier multinational corporations, developing integrated content strategies and directing commercial productions across digital, broadcast, and experiential channels.

Crafted integrated content strategies and brand communication plans for multinational clients, aligning creative execution with specific commercial objectives and established brand identity standards.

Directed and produced high-impact television commercials, corporate brand films, and digital content campaigns, significantly driving measurable brand awareness in Nigerian and international markets.

Chaired creative briefing sessions, guided storyboard development, led visual identity workshops, and presented content concepts to C-suite stakeholders.

Administered production budgets, managed shooting schedules, coordinated crew activities, and oversaw post-production delivery for multiple simultaneous client projects, consistently meeting deadlines and budget constraints.

Lead Videographer & Post-Production Specialist

Phenomenal Films

Nigeria

01/2023 – 06/2023

Directed and produced a flagship corporate documentary film, managing all aspects of videography, interview direction, and post-production workflows.

Served as the sole post-production specialist, undertaking editing, colour grading, audio mixing, and the final delivery of broadcast-quality masters for television and executive presentations.

Broadcast Media Specialist & Live Production Manager

Lavanz Film Academy

Nigeria

06/2023 – 12/2023

Delivered professional multi-camera live broadcast and streaming production for high-profile events and panel discussions, managing all technical broadcast operations in real time.

Lead Cinematographer & Series Editor

KOJ Visual Productions

Nigeria

2022 – 2022

Served as Director of Photography for a nine-episode episodic series, overseeing all camera direction, lighting design, and ensuring visual consistency throughout the production.

Functioned as the sole editor for the entire series, independently handling editing, colour grading, and audio finishing for all nine episodes to meet broadcast specifications.

Director, Lead Cinematographer & Editor — Award-Winning Short Film

Musiced International Film Contest — People's Choice Winner

Remote, United Kingdom

2021 – 2021

Independently produced an internationally recognised short film that secured the 2021 Musiced International Film Contest People's Choice Award, triumphing over global entries.

Conceived the complete creative vision, acted as Lead Cinematographer, and served as the sole editor responsible for the entire picture edit, colour grade, and sound mix.

Broadcast Media Specialist & Communications Manager

LoveWorld Inc.

Nigeria

04/2015 – 02/2018

Managed all broadcast media operations, including multi-camera live event production, studio operations, post-production workflows, and content distribution across television and digital platforms.

Designed and delivered a comprehensive media training programme for over 40 staff members, covering cinematography, lighting, audio recording, video editing, live streaming, and broadcast operations.

Established broadcast production Standard Operating Procedures (SOPs), quality control processes, and content management workflows, achieving zero critical broadcast failures over three years of live event and television production.

EDUCATION

Masters, Digital Marketing & Business Transformation

Rome Business School

Nigeria, Nigeria

2023 – 2024

BSc, Media Communications

University of Port Harcourt

Nigeria, Nigeria

01/2015 – 05/2019

Diploma, Visual Storytelling

Lavanz Film Academy

SKILLS

Content Strategy & Planning

Creative Direction & Art Direction

Video Production & Editing

Motion Design & Animation

Colour Grading & VFX

Brand Strategy & Positioning

Social Media Content Management

Digital Marketing Strategy

Campaign Planning & Execution

SEO & Organic Growth

Email Marketing & Automation

Performance Analytics & Reporting

Broadcast Media Management

Pre & Post-Production Management

Adobe Premiere Pro

After Effects

DaVinci Resolve

Adobe Audition

Photoshop & Illustrator

Final Cut Pro

Google Analytics

Meta Ads Manager

OBS Studio

Blackmagic Systems

CMS Platforms

Microsoft 365 Suite

Team Leadership & Development

LANGUAGES

English	Fluent		Pidgin	Fluent (C1)	
Hausa	Proficient (B1)		French	Basic (A2)	