

# Yinka Michael O.

360° Media Creator | FMVA™

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## Professional Summary

Hey there! I'm a Multimedia strategist, dedicated to creating visually compelling content! I have got exceptional skills in graphics design, B-rolls capture, Video editing and storytelling, and I am on the lookout for an exciting opportunity where I can leverage my creative expertise to enhance the aesthetics and vibe of a super cool brand. Let's make your media space awesome together!

## Work Experience

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### 360° Media Manager

Nelberk Language School - Wuse II FCT, Abuja

August 2023 to February 2024

#### Responsibilities

- Crafted captivating graphics for promotional materials, maintaining brand consistency.
- Generated visually appealing content for social media, website, and other communication channels.
- Developed and implemented effective branding strategies, including B-Rolls and Documentaries to enhance the school's image.

### Multimedia Manager | Video Editor

NC Corpers' Community - Mararaba FCT Abuja.

August 2023 to February 2024

#### Responsibilities

- Designed graphics for various events and initiatives of the National Youth Service Corps (NYSC).
- Collaborated with teams to create compelling visuals aligned with organizational objectives.

### Social Media Manager

TFG Interior and Construction Ltd - FCT, Abuja

August 2023 to January 2024

#### Responsibilities

- Developed and executed targeted social media strategies to showcase the company's interior and exterior design projects, enhancing brand visibility.
- Curated and managed engaging content across digital platforms, including social media and the company website, to highlight design expertise and attract potential clients.
- Designed and implemented branding initiatives that strengthened the company's market presence and positioned it as a leader in the decoration industry.
- Worked closely with design, sales, and project teams to ensure brand messaging aligned with the company's creative vision and business objectives.

### **Media Clothing Illustrator Designer (Remote Contract)**

Pride and Proud Garment - United Kingdom

October 2023 to December 2023

#### Responsibilities

- Applied innovative design techniques to create visually appealing and on-trend clothing illustrations.
- Translated brand identity into unique and captivating designs for various clothing items.
- Executed precise and detailed cloth designs and ensuring alignment with the brand's aesthetic and market trends.

### **Social Media Manager**

Slabfreight Nigeria Limited - Ikeja, Lagos.

April 2021 - July 2023

#### Responsibilities:

- Developed and executed strategic branding initiatives to enhance the company's visibility across various media platforms.
- Designed marketing materials, including advertisements, brochures, flyers, posters, and digital assets, to support product promotion and corporate communications.
- Created compelling visual content that effectively translated key messaging and brand identity into engaging graphics for marketing and sales campaigns.

### **Social Media Manager/Video Editor**

Greenland Medical Diagnostics - Sango, Ogun State

February 2021 to February 2023

#### Responsibilities:

- Develop and design marketing materials to enhance the company's brand presence across all social media platforms.
- Create and edit video content for promotional campaigns, ensuring engaging and informative brand messaging.
- Manage social media engagement by curating relevant content that highlights the company's medical testing and diagnostic services.
- Collaborate with the marketing team to implement advertising strategies that drive

awareness and patient outreach.

### **Social Media Manager**

Renee Golden Multiventures Limited - Ojota, Lagos State.

February 2021 to Present

#### Responsibilities

- Design in-post images for blog and resource page content.
- Align images with branding guidelines for world-class brands.
- Create well-structured infographics for marketing purposes.
- Collaborate with content marketing and front-end development teams.
- Interface with clients about brand requirements and content ideas

### **Volunteer, Social Media Manager**

Pbmultitechs GlobalResources - Ogun State

April 2022 - Present

#### Responsibilities:

- Create and superimpose templated professional graphic designs for social media use.
- Taking of B-rolls footages and editing them into clients driving contents.
- Develop graphics and visual or audio images for product and service, illustrations, website, and social media channels.

### **Volunteer, Director of Graphics**

Agricincome Hub - Ibadan Oyo

May 2020 - Present

#### Responsibilities:

- Create and superimpose templated professional graphic designs for social media use.
- Develop graphics and visual or audio images for product and service, illustrations, website, and social media channels.

## **Education**

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### **Bachelor of Science in Microbiology,**

Federal University of Agriculture - Abeokuta, Ogun State.

August 2018 - January 2023

### **Diploma in Financial Modelling and Valuation - FMVA,**

Corporate Finance Institute - Canada,

February 2022 - July 2022

### **Diploma in Computer Software and Networking,**

Orlg, Institute of Technology - Osun State,

January 2018 - August 2018

**National Diploma in Science Technology,**  
Federal Polytechnic - Ede, Osun State,  
August 2013 - December 2016

## Skills and Professional Tools

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- Social Media Management
- Professional Graphics Design (Adobe Photoshop, Adobe Illustrator, CorelDraw, CLO3D, Autodesk Sketchbook, Adobe XD, InDesign)
- Web Development
- Video Editing (Character Animator, Adobe Premiere Pro, After Effect, Capcut)
- 360° Media (Vmix, OBS, Free and Easy Worship, DSLR and Camera Coders)
- All Microsoft Office Suites
- Communication skills

## Quick Links

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My portfolio: [Click here](#)

LinkedIn: <https://www.linkedin.com/in/yinka-michael-167756214>

## Certifications and Licenses

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- National Youth Certificate of Service
- Google Digital Marketing Skills and SMM
- Networking and Computer Software Graphics Design Masterclass
- FMVA™
- Emotional Intelligence & Design thinking