

Emmanuel Oluseyi BETHEL

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Key skills

- **Web Design:**
UI/UX design, responsive design, wire framing, prototyping, information architecture, user research and testing, mobile-first design, typography, colour theory.
- **Website Maintenance & Management:**
Online Backups, Security update, Regular Plugin and Theme Update.
- **Graphic Design:**
Adobe Photoshop, Adobe Illustrator, Affinity Design, Affinity Publisher Adobe InDesign, Sketch, Figma, Canva.
- **Communication:**
Client relations, team collaboration, project management, time management, problem-solving, attention to detail.

Summary

As a Web Designer, I have a deep understanding of design principles and a keen eye for detail. I specialize in designing intuitive user interfaces and user experiences that drive engagement and improve website functionality. I have experience working with a variety of design software, including Adobe Photoshop, Illustrator, InDesign, and Affinity Design. My skills also include front-end web development with CMS (WordPress), HTML, CSS and website maintenance.

Career history

Lecturer and ICT Manager at Christ Pillar Bible College Int.

April 2022 – Present

- Keeping up with the new technologies to optimize the working conditions of colleagues and students.

Key responsibilities

- Create and maintain (**Local Host**) student E-portal
- Create and manage proposed college website and Intranet
- Keeping up with the new technologies to optimize the working conditions of colleagues and student.
- Optimizing computer applications.
- Conducting and appearing at all assigned class meetings in a timely and prepared manner that demonstrates a command of the discipline and skill in presenting it effectively.
- Creating and designing Promotional material to create both online and offline awareness for the institution
- Teaching a course load of no more than two courses per semester, and no more than four per academic year.
- Where applicable, teaching from an approved syllabus for the college core courses assigned or working with the Registrar to design an appropriate syllabus for submission for approval from the relevant faculty core curriculum committee.

Achievements:

- Rebranded the school brands and identities spanning across all stationaries, medias and Ads
- Developed and executed an IT infrastructure upgrade plan, enhancing the work flow of the staffs and increasing the registration of new students by 70%.

Education

Bachelor of Arts in Fine Arts (Honours)

(Major: Graphic Design)

Obafemi Awolowo

University

Graduated 2012

Nigeria Certificate in Education (NCE)

(Major: Fine & Applied Arts)

Adeniran Ogunsanya

College of Education

Graduated 2006

- Oversaw the implementation of a new Local Host Student Portal for effective future Learning Management System LMS, resulting in improved the school administration performance.
- With our online and physical social engagement, the institution has gain 30% increase in enrolment as the more information is available about the school

Creative Art Director/Head of Digital Marketing at Kipfashion

August 2014 – Present

Key responsibilities

- Developing and implementing the brand strategy.
- Content Creation: Manage and maintain the social media platforms of the company to raise brand awareness and our social media presence.
- Creation of Social media posts (copy + graphic design based on templates).
- Improve organic results from the website by optimizing existing pages and creating SEO-friendly creative media (text, images, video, audio, etc.)
- Develop and implement digital marketing campaigns and build landing pages for these targeted campaigns.
- Keep up to date with current and upcoming marketing developments and trends and share insights.

Achievements

- I have been able to grow the business social media present that has made the company gain profitable customer across USA, UK and Entire Europe.
- I have been able to maintain the business website for many years from attacks and give if may face lift according to every brand development of the business.

Communications Manager at IYDN Finland

November 2014 – Present

- Executing all Communications activities, designed and implemented communications campaigns

Key responsibilities

- Content creation: Creation of Social media posts (copy + graphic design based on templates).
- Support service activities.
- Enhance the IYDN portfolio marketing strategy by partnering with internal and external stakeholders.

Achievements:

- Implemented a successful remote communication strategy that increased team collaboration and productivity by 30%.
- Led a social media campaign that resulted in a 50% increase in online engagement and a 20% growth in brand awareness.

- Established partnerships with key local influencers and Local skill training centres resulting in a 25% increase in brand mentions and positive sentiment.
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Earlier Experience

Art studies lecturer:

Adeniran Ogunsanya College Of Education, (2013-2014)

Creative Manager:

Safari Books Ltd. (2012)

Junior Creative Artist:

SD INTERIORS. (2007)

Resources Development Coordinator (voluntary):

Theoo Community Interest Company. (2013-2018)

Membership & Publications

Art Exhibitions:

Arthistry Final year Group Exhibition O.A.U Ile- Ife (2011)

New African Design Exhibition Copenhagen Denmark (2007)

Strokes Of Peace Group Exhibition (2006)

Publications:

Information and Communication Technology: A trend in Education

Dec.2006

3D Animation as an Innovative Medium in Advert.

Feb.2012

Member:

All-Nigeria United Nation's students and youth association (ANUNSA)

AIESEC international

Theoo Community Interest Company. United Kingdom

Workshop:

Ijodee Dance Centre in collaboration With

Kemi Collective (Canada) Rachel Ogle (Australia) (2008)

Interests

- Reading, Teamwork, Designing, Brainstorming & Meditating
- Travelling, Developing and creating new ideas and concepts

References

Available upon request.