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UZOMA

ALBERT OKWUADIGBO

[Oh-qua-di-bOH]

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SUMMARY

Experienced brand enhancement specialist with a Bachelor of Fine Arts degree in Graphic Design from Indiana University. Passion for connecting with small business owners and entrepreneurs while using design and marketing skill-set to help them connect with their demographic.

EXPERIENCE

Graphic Designer/Project Coordinator

July 2019 — Present

- **Wiser Way Media** | San Diego, CA
 - Onboarded clients into CRM systems.
 - Provided customer service to clients regarding their projects through email, phone, and in-person meetings.
 - Managed clients' projects through project management platforms.
 - Supervised, directed, and mentored high school interns with social media management and website design.
 - Enhanced clients' brand ecosystem by creating logos, other marketing collateral, and creating their websites.
 - Interviewed a prospective employee for a personal assistant position.
 - Sorted and imported leads into the Outplay HQ outreach platform.
 - Photographed the Black Media Panel at the 2020 Kuumba Festival.
 - Researched and gathered content for social media management.
 - Participated and provided valuable input during company strategy sessions.

Freelance Graphic/Web Designer

March 2013 — Present

- **Uzo Design** | San Diego, CA
 - Consulting with small business owners on best practices to implement for their brand projects.
 - Creating marketing collateral and brand identity collateral for small businesses and inventors.
 - Setting up their social media accounts.
 - Designing advertising materials and running digital ads for small businesses.
 - Designing websites for small businesses.
 - Helping business owners solve technical problems.

Marketing Intern

April 2013 — August 2013

- **Fleetwood RV** | Decatur, IN
 - Designed flyers, posters, banners, half-page ads, booklet cover, card.
 - Designed Annual Rally campaign collateral.
 - Created logo concepts for the brand group.
 - Designed Point-of-purchase call-out static cling for dealers.
 - Contacted printers for quotes and placing orders.
 - Prepared and updated product catalogs for print/web.
 - Uploaded files to FTP sites

Marketing Intern

January 2012 — May 2012

- **Indiana Stamp** | Fort Wayne, IN
 - Designed landing pages and e-commerce websites.

PROJECTS

Volunteer

August 2006 — November 2006

- **Big Brothers & Sisters Northeast Indiana**
 - Mentored and participated in activities with a teenager.

EDUCATION

Bachelor of Fine Art in Graphic Design

- ▼ **Indiana University, IN**
Fort Wayne, IN • 2013

Bachelor of Science in General Studies

- **Indiana University, Fort Wayne**
Fort Wayne, IN • 2009

Associates of Applied Science in Design Technology

- **Ivy Tech Community College, Fort Wayne**
Fort Wayne, IN • August 2000 — May 2005

INVOLVEMENT

Promotions Coordinator

2005

- **Student Government** | Ivy Tech Community College Fort Wayne, IN
 - Participated in student government meetings.
 - Talked to students about needs and concerns involving their campus life.
 - Created marketing materials and helped with promoting events.

SKILLS

Adobe Creative suite: InDesign, Photoshop, Illustrator; Google Apps: Drive, Docs, Sheet; Social Media: Google My Business, Facebook, Instagram, LinkedIn, Twitter; CRM: Trello, Clinked, Plutio; WordPress, Weebly, Wix, Social HP, Outplay HQ, HTML, CSS, Facebook pixels, Google Analytics.