Joshua Adetunji

Brand Designer & Content Strategist

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PROFESSIONAL SUMMARY

Multi-disciplinary creative with 5 years of experience working across brand identity design and editorial content strategy. Proven track record of operating in standalone specialized roles as well as hybrid environments. Adept at transforming abstract corporate goals into high-performing visual assets and multi-channel content architectures that measurably scale brand equity and audience engagement.

CORE COMPETENCIES

Brand & Visual Design	Content Strategy & Editorial	Tools & Analytics
• Visual Identity Systems • Typography & Layout Design • Brand Guidelines & Playbooks • Digital Marketing Assets	• Content Pillar Architecture • SEO Strategy & Copywriting • Social Media Integration • Audience & Market Research	• Adobe Creative Suite (AI, PSD, INDD) • Figma • Canva • Google Analytics & Sprout Social • Webflow / WordPress / Notion

PROFESSIONAL EXPERIENCE

Creators' Linkup: Brand Designer & Content Strategist

Crystal Mediatech – Abeokuta, Ogun State | July, 2026 – Present

- Spearheaded a comprehensive visual and editorial rebrand, driving a 56% increase in organic brand searches within three months and generating 56,000 organic Instagram reach.
- Architected cross-platform content strategies, managing content calendar that increased ticket sales by 40%.
- Developed definitive corporate brand messaging frameworks and style guides to ensure 100% asset compliance across Design, Landing page, and Print designs.

Brand Designer

Growth Hub Communications – Remote | August, 2025 – January, 2026

- Conceptualized and executed complete visual identity systems including logos, color palettes, and typography for major brands and product launches.
- Designed high-converting digital marketing assets for global campaigns, boosting average click-through rates (CTR) by 12%.
- Collaborated closely with marketing teams to deliver scalable digital collateral while maintaining strict brand alignment.

Content Strategist

Crystal Mediatech – Ogun State Nigeria | January, 2025 – Present

- Built and managed a multi-channel content engine, shifting strategy toward data-driven topics that grew organic traffic by 30%.
- Translated complex brand narratives into authentic, high-performing text and video assets tailored for specific audience segments.
- Analyzed weekly content performance metrics using Google Analytics and social data to refine the overarching editorial roadmap.

EDUCATION & CERTIFICATIONS

- **MBA, Marketing** – University Of Ibadan, 2026
- **Inbound Marketing** – HubSpot Academy
- **Google Analytics Individual Qualification (GAIQ)** – Google Skillshop