

## ◀ INTRODUCTION

I think and work creatively to design communications solutions for specific situations. I have worked extensively to help build several prominent brands in Oil & Gas, FMCG, Transportation, Finance and other sectors.

For over eight years, I have worked successfully on various projects in brand design and marketing communications; directly with clients, and with different brand agencies by whom I have been positively appraised.

**I LOVE creativity!** The thought excites me; the idea of looking at an existing situation, thinking about a preferred situation, and working from the former to create the latter.

I want to be in an environment where I can be relevantly involved in making this happen.

I am available for any further discussion you deem necessary. I look forward to hearing from you.

Regards,

**Oluwatosin Onalaja.**



 15, Chief Albert Iyora Street, Lekki Phase 1, Lagos.

 +234 818 250 5702. +234 802 323 1905.

 mailtotosin@gmail.com

 Tosin Onalaja

## PERSONAL DETAIL

**First Name:** Oluwatosin. **Surname:** Onalaja.

**Date Of Birth:** November 25th, 1981. **Nationality:** Nigerian.

**Gender:** Male. **Marital Status:** Married.

## EXPERIENCE

### Nov 2012 – July 2014: DigiBrands Ltd, Lagos.

Senior Art Director.

**Creative** direction, supervision and design for various advertising, thematic, internal and external branding campaigns.

**Experience** design, creative strategy and intellectual property development for clients.

### 2010 – 2012: BrandCentuate Ltd, Lagos.

Art Director.

**Art** direction for various advertising, thematic, internal and external branding campaigns.

### 2009 – 2010: Federal Government Girls College, Oyo. (NYSC)

Mathematics and Calculus Teacher.

**Taught** Mathematics and Calculus to senior students.

**Facilitated** the incorporation of all students' bio data and results into computer database.

**Organized** free computer coaching sessions for other teachers and corpors.

**Conceptualized,** organized and hosted an educative seminar for all the students, with the Principal, other Corpers and other staff in attendance.

**2009-2010: Nigeria Christian Corpers Fellowship (NCCF), Oyo.**

Zonal Executive Committee Member; Zonal Drama Director; Sub-Zonal Prayer Secretary.

**Directed** a team of Youth Corpers in creating and performing dramas during weekly fellowship meetings, 1 fund-raiser and 4 rural evangelism outreaches.

**Served** on executive committee which strategized and coordinated all zonal fellowship activities.

**2008: Insight Communications, Lagos.**

Art Director.

**Art** and creative direction for various advertising, thematic, internal and external branding campaigns.

**2008-Present Day: Harvesters International Christian Centre (HICC), Lagos.**

**Lifegroup Leader: Thomas Estate (2008):** Managed the well-being of a small group of working-class residents of Thomas Estate, Ajah, Lagos.

**Lifegroup leader: Lekki Phase 1 (2010 - 2013):** Managed the well-being of youth and working-class residents of Lekki phase 1, Lagos.

**Head: HICC Island Church Branding Department (2010 - 2013):** Helped build HICC into a strong brand that resonates in the minds of our target audience.

**Member: HICC Island Church Benevolence Department (2010 - Jan 2013):** Helped provide welfare services to HICC members and other members of our host communities.

**Member: HICC Island Church Media Department (2012 - 2013):** Helped to bring the HICC worship experience closer to our congregation through audio and visual media.

**Head of Brand & Design: HICC Island Church Communications Department (2013 - Present Day):** Appointed to help build HICC Island Church into a strong brand that resonates in the minds of our target audience.

**2006-2007: Monek Autos, Lagos.**

Marketer.

Consulted on effective automobile marketing.

**1997-1998: Atlantic Hall School, Lagos.**

**Social Prefect:** As a student, was appointed by school management to coordinate the school's social events.

## ◀ EDUCATION

### **1999-2007: University Of Lagos, Lagos.**

Bachelor of Science [B.Sc.] Pure and Applied Mathematics.

### **1995-1998: Atlantic Hall School, Lagos.**

University of Cambridge G.C.E. O-level certificate (5 credits).  
Senior School Certificate Examination [S.S.C.E.] (9 credits).

### **1992-1995: Adesoye College, Kwara.**

Junior School Certificate Examination [J.S.C.E.] (5 credits).

### **1986-1992: Saint Saviours School, Lagos.**

First School Leaving Certificate.

## ◀ HOBBIES

Reading. Drawing. Listening to music. Swimming.  
Learning and discussing popular culture.

## ◀ REFERENCES

**Mr Babatunde Onalaja:** Chief Executive Officer, Mabtonal Ltd. 08023316460;  
08055047780.

**Mrs Feyikemi Onalaja:** Director of Project Administration, Mabtonal Ltd.  
08023051922.

**Mr Henry Bassey:** Chief Executive Officer, DigiBrands Ltd. 08023014282.

**Mr Solomon Ikhioda:** Creative Director, ThiinkShop. 08165830521.