

VICTOR. U. OKONMA

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PROFILE

Proactive and detail-oriented digital media professional with experience leading creative teams and delivering high-performing campaigns across Africa and Europe. Skilled in managing data-driven digital advertising, social media content, and performance optimisation. Strong foundation in marketing, media, and digital design, with proven ability to collaborate across cross-functional teams to achieve measurable client results.

RELEVANT EXPERIENCE

Lead Designer, Africa (Consultant) [Mdundo.com](https://www.mdundo.com)

July 2024 - Sep 2024

- Oversaw design and digital campaign rollouts across South Africa, Nigeria, Kenya, Uganda, and Tanzania.
- Directed the successful Vodacom campaign in South Africa, ensuring campaign performance met client KPIs.
- Collaborated with cross-country teams to align creative outputs with data insights and campaign strategy.

Senior Digital Art Director (Digitas Nigeria)

Apr 2021 - Sep 2024

- Developed and optimised digital visuals for Visa (Nigeria & Ghana), Quaker Oats, Scanfrost, and YumYum.
- Partnered with programmatic and social teams to ensure creative alignment with campaign data and audience targeting.
- Delivered high-quality assets for display, video, and social campaigns under tight deadlines.

Creative Designer (Consultant) - Wakanow Holiday

Jun 2023 - May 2024

- Produced digital ads, email campaigns, and event materials.
- Supported campaign monitoring and optimisation, contributing to a 30% growth in travel bookings.

Product & Brand Designer (Consultant) - Swipe

Dec 2022 - Mar 2024

- Designed visual identity and digital ad creatives for a new credit product with over 500+ active users.
- Ensured campaign materials adhered to brand and compliance requirements.

Motion Graphics Designer (Consultant) - Vircap

Mar 2023 - May 2024

- Created engaging motion assets for social media campaigns, increasing online engagement and visibility.

Freelance Visual & Graphics Designer

2018 - Present

- Designed campaigns and digital content for diverse clients.
- Won ₦1,000,000 (\$3,000) for designing the official mascot for the 2018 African Senior Athletics Championship.

EDUCATION

MSc (Hons) Interactive Digital Media - **Distinction**

Griffith College, Dublin, Ireland

Certificate in Marketing - **Distinction**

Chartered Institute of Marketing, UK

BSc (Hons) Mass Communication - Merit

Lagos State University

CERTIFICATIONS

Google Foundations of UX Design

SKILLS

- **Digital Advertising:** Campaign monitoring, optimisation, and creative testing
- **Creative Tools:** Adobe Photoshop, Illustrator, After Effects, InDesign, Animate; Figma
- **Performance Tools:** WordPress, HTML, CSS, Microsoft Excel
- Strong attention to detail, organisation, and deadline management
- Excellent communication and collaborative team skills