



# ISIOMA OKORO-OSADEME

Art Director • Content Creator • Photographer

• [www.thelovelyluck.com](http://www.thelovelyluck.com) • [www.linkedin.com/in/isiomaoo](http://www.linkedin.com/in/isiomaoo)

Creative by nature, not just by trade or just by interests. Creativity is ingrained into every fiber of my being, a part of who I am. I am the quintessential idea girl and all-around conceptual creative problem solver. When it comes to delivering work that will connect brands and consumers, I'm your girl. I concept, art direct, design, produce, execute new business pitches and push work boldly beyond the brief. With me, clients get work that has both stunning visuals and engaging big ideas.



## History + Impact

*Jr Art Director*

*Freelance April 2023 - Present*

- Conceptualized and executed dynamic visual campaigns, demonstrating creative flair and strategic thinking in delivering impactful brand messages across diverse platforms.

*Art Director Fellow*

*Marcus Graham Project November 2022 - April 2023*

- Researched, conceptualized, developed and executed advertising campaigns from creative briefs.
- Designed visual assets for all concepts to communicate campaign messaging to target audience.
- Created and presented a deck of campaign ideas to pitch work directly to creative directors and the clients. (Clients: Redbull, GMC Buick)

*Art Director Apprentice*

*The Workshop July 2022 - November 2022*

- Researched, developed, and executed campaign concepts, designing visual assets and pitching directly to Creative Directors for approval.

*Marketing Design Intern*

*WWBIC June 2022 - August 2022*

- Created design and copy content for feeds in various social media sites (Linkedin, Facebook, Instagram)
- Created custom email templates for monthly newsletters
- Produced print materials for marketing campaigns

*Creative Boot Camp Apprentice*

*The One Club for Creativity March 2022-April 2022*

- Developed an advertising campaign for Lexus, seamlessly translating creative brief into compelling concepts and delivering a persuasive pitch presentation to clients.

*Other Experience*

*Visual Artist*

*Freelance Photographer January 2016 - Present*

- Mastered composition and visual storytelling techniques, translating creative concepts into compelling narratives through creative imagery.

*Assistant Media Planner*

*MediaHub Worldwide November 2023 - Present*

- Innovatively solve business challenges, collaborate with teams and clients, and adeptly manage multiple projects with precision and attention to detail.

## Highlights

- Experienced in and have worked with brands both large and small in the following industries: Food and Beverage, Hospitality, Automotive, Alcohol, Experiential, Insurance, DtC, and a whole lot more.
- Successfully pitched multiple creative concepts to the executive teams of GMC Buick, Redbull, and Lexus
- Increased branded social media following and engagement by 75% by creating and posting relevant content as the active brand voice to connect with the brand's desired community.

## Skills

Building Digital Marketing Plans Objectives and KPIs, Branding, Social Media Strategy, Advertising Design and Copywriting, Photography, Videography and Editing, Customer analysis and segmentation, Corporate and personal branding, Content creation, On-page and off-page SEO, SEM campaigns and Google Ads

## Tools

Adobe Creative Suite, Wordpress, Canva, MailChimp, Salesforce, Zoho Social, Google Analytics, Google Display, Google My Business, Google Trends

## Certifications

Google Analytics Individual Qualification  
Meta Certified Digital Marketing Associate  
The Boyd Initiative Advertising & Media Trainee - Cohort 24

## Education

*Marquette University*

- Bachelor of Arts in Advertising,
- Minors in Marketing and Digital Media

*Laguardia Community College x Generation USA*

- Digital Marketing Analyst Training Certification

