

# **IBRAHEEM BALOGUN**

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## **EXPERIENCE** PROFESSIONAL

### **INK ENTERTAINMENT**

01.2020 - 04.2020

Toronto, ON  
Digital Designer

- Reported to the Rapseason marketing manager on a range of innovative projects used for social media and digital promotional campaigns.
- Coordinate and schedule Design and create post-ready digital ads, assets and motion graphics.
- Worked independently on multiple projects while managing changing priorities & deadlines, in a professional and timely manner.
- Responsible for the re-structuring of the Rapseason website, the creation of day-to-Day content and identifying larger branding opportunities

### **Olade Consulting**

10.2019 - 1.2020

Toronto, ON  
Project Coordinator

- Worked closely with colleagues in multiple departments to coordinate meetings – agenda preparation, document preparation, venue coordination, meeting invites & meeting minutes taking.
- Created Keynote/Powerpoint presentation decks for weekly project meetings and events in a professional and timely manner.
- Monitored analytical results with website analytics tools (e.g., Google Analytics, Facebook Business Manager)
- Prepared financial and progress to communicate information to colleagues.
- Managed content calendar across all platforms to maintain a strong social media presence in alignment with the company's brand.

### **U OF T (ATHLETIC COUNCIL)**

10.2019 - 1.2020

Toronto, ON  
Communication Coordinator

- Developed creative direction for a cohesive and clarified re-brand
- Worked closely with executives to plan and execute 10+ events to improve on-campus life for over 10,000 students.
- Designed creative elements with minimal supervision following brand guidelines and feedback from other team members. (Website Design, Flyer/Poster Design, Merchandise Design, Content Creation).

### **U OF T (ICCIT COUNCIL)**

10.2019 - 1.2020

Toronto, ON  
Creative Director

- Worked closely with the Director of Marketing to scope out and develop marketing elements & strategy for 40+ events.
- Hired, supervised and lead a team of designers to support the production of online content & printed materials in support of our events.
- Lead the creative design process for all deliverables by following brand guidelines and executing accurately & efficiently under tight deadlines.
- Collaborated with web developers to create and publish our website using Wordpress.

**EXPERIENCE**  
ACADEMIC

**University of Toronto**  
Honours Bachelor of Arts

05/2014 - 06/2019

Double Major: Communication Technology and Professional Writing

**Sheridan College**  
Certificate of Digital Communications

**CAPABILITIES**

- Brand Identity Design
- Typography
- Digital Design (UX/UI, Web)
- Content Creation
- Copy Writing
- Curating

**STRENGTHS**

- Problem-Solving
- Attentive listening
- Design Thinking
- Multi-Tasking
- Inquisitive
- Innovative/Growth mindset