CHRISTIAN EKWENSI

Social Media Designer & Content Creator | Design, content, digital marketing, AI

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PROFILE

Social media designer and content creator who makes posts, carousels, reels, and the copy that carries them for B2B and B2C brands in real estate, food, faith, trades, and tech. Currently at Exponential Media, producing content for 40+ client brands across 160+ managed platforms, with 10,000+ pieces of content shipped.

Brings 12 years across tech and marketing: almost five years running data centers at Oando and SiNet, then six years in social media, design, and digital marketing. That background shows in the work: repeatable systems, consistent brand output, and strategy adjusted by what the analytics say. Uses AI-assisted workflows (ChatGPT, Claude, HeyGen) to ship more content without cutting quality.

CORE SKILLS

Design: Social graphics, carousels, ad creatives, brand design, print collateral

Video: Short-form reels, AI video (HeyGen), editing in CapCut Pro and DaVinci Resolve

Content: Captions, scripts, web pages, SEO articles, copywriting

Digital marketing: Campaign planning and execution, scheduling, audience targeting, community management, analytics and reporting

AI workflows: AI-assisted ideation, editing, and production with ChatGPT, Claude, and HeyGen

EXPERIENCE

Content Creator 2024 to present
Exponential Media (US digital agency, remote)

- Design and write social content (posts, carousels, reels, captions) for 40+ B2B and B2C client brands in real estate, food, faith, trades, and tech.
- Produce AI-assisted short-form video and graphics, using ChatGPT, Claude, and HeyGen to raise output without lowering quality.
- Keep each client's feed on brand across platforms, scheduling and publishing through Cloud Campaign and GoHighLevel.
- Work with account managers and the wider team in Slack and Trello to turn client briefs into ready-to-post content on deadline.

Graphics Designer April 2023 to May 2024
Assuage Massage and Wellness, Lagos

- Designed promotional graphics, ads, banners, flyers, and print products for a wellness brand.
- Turned stakeholder feedback into fast, on-brand revisions, working with copywriters, printers and web designers.

Digital Marketing Manager June 2021 to March 2023
Jecaf Autos, Lagos

- Planned and ran social media campaigns for an automotive business, with consistent branding across platforms.
- Tracked performance and engagement, then adjusted content and targeting based on the results.
- Coordinated designers, developers, and content creators to deliver campaigns end-to-end.

Social Media Manager February 2019 to May 2021
Straight Street Foods, Lagos

- Built and ran the brand's social plan on Facebook, Instagram and TikTok, including user-generated content.
- Used scheduling tools and analytics to post at the best times and refine what worked.
- Managed the community: comments, DMs, and customer enquiries, answered promptly.

Data Center Administrator 2014 to 2018
Oando Plc and SiNet Technologies, Lagos

- Kept data center services running: server and network administration, backups, power management, and uptime.
- Provided technical support to staff and vendors, plus 24/7 on-call coverage.

- Maintained asset records and physical and data security.

SELECTED WORK

15 projects at bychristian.cv/work, including:

4EverCharge (EV franchise) · DrivEV (EV, tech) · RVA Business Brokers (B2B) · Transworld Business Advisors (B2B) · Aja Ann Real Estate (real estate) · Smokin' Joe's (food) · Change City Church (faith) · BlackToppers (trades) · AI Video Reels (AI-made reels)

TOOLS

Design and video: Canva Pro, Adobe Photoshop, Adobe Illustrator, CapCut Pro, DaVinci Resolve, HeyGen

AI: ChatGPT, Claude

Publishing and workflow: Cloud Campaign, GoHighLevel, Buffer, Trello, Slack, Discord

CERTIFICATIONS

Marketing, design and AI: Meta Social Media Marketing Professional Certificate (Coursera and Meta) · Google Digital Marketing (Google) · Digital Ad Certificate (Digital Ad Expert) · Claude 101 (Anthropic) · AI Fluency: Framework and Foundations (Anthropic) · Graphics and Photo Editing (OrangeVFX Studio) · Project Management Dashboard with Bitrix24 (Coursera) · Digital Adoption Certification (Pendo.io)

Technical: Cybersecurity Foundations · Cybersecurity with Cloud Computing · Security in the Enterprise · Learning Cryptography and Network Security · Full Stack Web Development (freeCodeCamp)

EDUCATION

HND, Computer Science | Grace Polytechnic, Lagos | 2012

OND, Computer Science | Dorben Polytechnic, Abuja | 2008