

**DAVID LAWSON-AGORO**  
TELECOMMUNICATION ENGINEER/BRAND STRATEGIST

**SUMMARY**

A brand strategist, with over a decade of combined experience, six years of corporate experience in combined industries and skill sets. Currently the Creative Lead at AVDStudios a startup techno-creative agency with clients in various industries in Africa and Europe. I believe strongly in providing affordable and effective solution to brands and businesses to achieve their goals. - **“Impossibility is nothing.”**

DATE OF BIRTH:	08 <sup>th</sup> January, 1987
GENDER	MALE
MARITAL STATUS	SINGLE

**SKILLS**

Web Design	Web and app UI design
Wordpress	Sketching
Telecommunication (RF, Micro Wave, GSM 900/1800.Fibre optics)	Project Management
Digital Marketing	Business Development
Graphic Design	Spread Sheet and Documentation
Brand Development/strategy	Marketing Strategy and research
SEO	Video Editing
Motion Graphics	Mobile Illustration
Sketching	Copywriting
Presentation Design	Qualitative and Qualitative Research
Competitive Analysis	Contract Drafting

**PASSION**

Mobile Illustration (@Xreatium)	Art/Architecture
Photography	F1
Music	Culture and religion
Movies	Cinematography

## EXPERIENCE

WetClay SIP, Port Harcourt  
Nov 2007 - March 2008

### POSITION HELD: DEVELOPMENT PARTNER

- Co-developed an inventory application for Orwell Nigeria's drilling warehouse for tracking drilling tools
- Co-developed several corporate brand identities
- 3D and 2D graphics and animation development
- Business Proposal development
- Website co-development for Total Nigeria, Saipem, Pabod Brewery, Orwell Nigeria, ADAX Nigeria, and several oil and gas corporations.

AVD Technology & Logistics LTD, Lagos  
January 2010 - November 2013

### POSITION HELD: LEAD DEVELOPER

- Developed websites for corporations and start-ups
- Developed brand identities for corporations and start-ups
- Consultancy on branding, ICT infrastructure, Information systems technology, business development and etc.
- 3D and 2D graphics and animation development
- Provision of bulk SMS services, short codes, SMS query and adverts
- Digital marketing
- Business Proposal and company profile development for SMEs
- Development of CG such as 3D animation, 2D, magazine graphics, album covers for artist, and other brand designs.
- Telecoms installation of Wi-Max, 3G, Fiber Optics, LAN and WAN, BTS, GSM 900 & 1800 and etc.

Free Lance Consulting,  
Jan 2013 - Feb 2017

- Setup and designed a multi-vendor e-commerce platform
- Branded Several SMEs
- Business development for new SMEs
- Graphic development for Music Meets Runway
- Joint development on few several projects including the pension portal for Total.
- Mobile application development
- School management and cloud solution development
- General concept development.
- Development of corporate websites and ERP
- Numerous graphic designs and campaigns
- Bulk SMS services

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- Network and CCTV camera installation
- Digital marketing and social media account management
- Development of digital marketing strategy and online campaigns.
- Development of tir.co.zw, bullstrat.com, regalwoodservices.com
- Development of Priscilla Paige mobile app and website.
- Brand and business development

**Airtel Nigeria,**  
Oct 2011 - Dec 2011

**POSITION HELD: ENGINEER IN TRAINING (INTERNSHIP)**

- Installation of fiber optics cable at Ojodu base station
- Supervision of cable laying
- Learning and slicing of fiber cables
- Testing of fiber cable connectivity
- Land marking fiber cable route
- Configuration of BTS
- Network drive test

**Quintessentially Nigeria, Lagos**  
August 2012 - August 2016

**POSITION HELD: IT MANAGER/MEMBERSHIP MANAGER**

- Developed the brand identity and website for the group and all SBUs
- Installation of network infrastructure
- Joined in developing business strategy and plans
- Graphic design
- Cost reduction on ICT structure expenditure
- Re-Activated the E1 line (fiber cable) from 21<sup>st</sup> Century
- Deployed fiber cable from the main office to the office extension
- Setup a centralized file sharing system
- Synchronized of Q Ng with Q UK mail servers and CRM.
- Developed of corporate proposals and presentation
- Pushed SMS advertisement for Quintessentially Lounge
- Created secured system and network usage.
- Served as tech support to all employees
- Setting p of IP telephony systems with call monitoring and recording features.
- Synchronization of iPads, BlackBerry's, iPhones and laptops to QUK servers.
- Developed online media awareness and strategy.
- Installed secured office WAN
- Created of ICT asset inventory
- Created supplier, membership, prospects and staff database.
- Developed corporate presentations and proposals.
- Developed periodic newsletter for Quintessentially.
- Supervised branding and prints.
- Online membership Assistant support officer
- Developed digital market planning and execution

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www.avdstudios.com.ng

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- Worked closely with tech and branding vendors on projects
- Supervised and developed structure for new concierge app for Quintessentially called D'Cierge and the website.
- Developed the profile for D'Cierge as a company and the contents of its website.

**MCOMM CONTENT, Lagos**  
August 2016 - March 2018

**POSITION HELD: CREATIVE DESIGNER**

- Development of still and motion graphics
- Development of ad campaigns for digital and social media marketing
- Work with developers to develop mobile app Banners
- Create web interfaces and graphic content
- Edited several of videos and audio content
- Created animated web ad banners
- Create still ad banners for MTN Plus, Cloud Nine, Techno Boom Player, Apple Music, all social media platforms, and several in house web portals
- Co-developed of in house portals
- Designed marketing presentations
- Work closely with the marketing, app development and business development teams

**AVD STUDIOS**  
March 2018 - Till date

**POSITION HELD: CREATIVE LEAD**

- Brand strategy development
- Graphic Design
- Web/app UI design
- Digital Marketing
- Business and strategy development
- Web and mobile app development
- Video editing
- Quantitative and qualitative research
- And much more

## INSTITUTION / EDUCATIONAL QUALIFICATIONS

Marella International High School, Ibadan Senior Secondary School Certificate	September 2000 - July 2003
Atanda International High School, Ibadan  Junior Secondary School Certificate	September 1999 - June 2000
Bereton Montessori Nur/Pri School, Port Harcourt First School Leaving Certificate	September 1989 - June 1997

## PROFFESIONAL QUALIFICATIONS

January, 2015 <b>Vibe Web Solution, Lagos</b>	Certification in Email Marketing Strategy and Tactics
Aug-Dec, 2011 <b>TTC Mobile Limited, Lagos (ITAN, N.I.G, ATCON)</b>	Diploma in Telecommunication Engineering (GSM 900/1800, RF, Microwave, Fiber Optics)
March 2010-September 2010 <b>Maximum Insight Institute, Port Harcourt</b>	Certificate in Web Design
July, 2009 - January, 2010 <b>IT Adaptive Institute, Port-Harcourt</b>	
November, 2006 <b>NIIT, Lagos</b>	Advanced Certification in information Technology
May, 2007 <b>APTECH, Port-Harcourt</b>	FoxPro & ORACLE Technology
September, 2004 <b>NIIT, Ibadan</b>	Computer and networking engineering

## PROFESSIONAL CERTIFICATION

January, 2015	Email Marketing Strategy and Tactics
July, 2009	Cisco Certified Network Professional
May, 2007	Oracle Database 10g Administrator Certified Professional
November, 2006	Advanced Certification Information Technology (Object Application Developer)
September, 2004	Microsoft N+

## PERSONAL PORTFOLIO

### CLIENT

### PROJECTS

2706 Events	Brand development, prints
DarylTeatox	Social media and product development
The Ighalo Orphanage Foundation	Website development and tech support.
Daizy's Design Interior	Social media marketing, brand and website Development
Gazelle Wax Bar	Social media and e-commerce development
Hunger Quarters Cuisine	Brand development and digital marketing
T.I.R Fashion House	Logo, website, SEO
Hush'D Skincare	E-commerce and Social Commerce
Regalwood Janitorial Services	Brand development and website
Henament Group	E-commerce development
The TEAroom Lagos	Website and social media management
OJ Consult LTD	Business Support
The Luxury Leather Care, Africa	Products, website, business development, market research, product development and support
Kuku's Hair	Media and e-commerce Development
HON Folajimi - The Seed	Brand development and digital marketing
Alluvia Unique Concepts, CDEM & EET Foundation	Website development and social media management
Osemo Borealis	Fin-tech mobile development to manage micro-banking for traders.
The Five Palm	Website Development and Branding
Hemi Electronics	360 Branding(packaging, print, design, video), Business Development, and E-commerce
Tile Of Spain, Nigeria	Branding (design and print) and website development,
The Breast Diet, London	Brand Identity, web application development and E-commerce

## REFERENCE:

Hon. Folajimi Lai Mohammed, Contact Number - +234 (0) 803 719 2454  
House of Representative,  
Lagos State,  
Nigeria.

David Lawson-Agoro  
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