



SAMUEL MICHAEL

DIGITAL DESIGN & CREATIVE BRANDING SPECIALIST

- +234-706-7889-801
- Hunklesam01@gmail.com
- sm_media09
- Nigeria

SUMMARY

Creative brand leader and current CEO of SM Media, with 6+ years of experience turning bold ideas into powerful brand identities. Known for blending strategic thinking with design innovation to craft immersive brand experiences that resonate. From managing diverse creative teams to launching visually compelling campaigns, I've led initiatives that elevate brand presence, spark engagement, and drive business growth. Now leading SM Media with a vision rooted in creativity, storytelling, and forward-thinking design.

LANGUAGE

- English

WORK EXPERIENCE



Graphic Design

The Legend Magazine (2018 - 2020)

- Designed a brand identity system for the Legend magazine, including logo, color palette, and typography
- Developed a comprehensive visual design system for, including brochures, posters, and website graphics



Public Relation (PR) coordinator

Abas Technology (2022 - 2023)

- Assisted in the development and implementation of public relations campaigns and strategies
- Developed and maintained social media content and engagement strategies to promote the organization's brand and message



CEO

SM Media (Since April, 2025)

- Organise a social media strategy training
- Employ different professionals for each units/departments

EDUCATION



Bs.c Public Administration

Madonna University, Anambra state, Nigeria - (2016 - 2020)

SKILLS

- Brand strategy and development
- Web design & Front end Development
- Visual identity and content creation
- Team leadership & Cross-functional Collaboration