

Godwin Ebube

AI Creative Director | Design Operations | Marketing Strategist

Godwin Chidiebube | Lagos, Nigeria | Remote collaboration

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PROFILE

Creative and marketing professional with 9+ years of experience connecting brand strategy, content, visual execution, and the systems behind them. Brings cross-sector experience in technology, food, healthcare, luxury events, and agency work. Current focus: AI-assisted web and app development, cinematic content production, workflow automation, and practical design operations.

CORE CAPABILITIES

Creative direction & brand positioning • Design operations & creative workflows • AI-assisted web and app development • AI video & content production • Marketing strategy & campaign planning • Copywriting, storytelling & brand voice • Workflow and task automation • Content creation & brand partnerships

SELECTED EXPERIENCE

Rootkers

Creative Lead & Corporate Consultant

- Developed brand positioning, visual identity, and a responsive WordPress website.
- Created onboarding and welcome materials, corporate decks, and reusable brand assets to support a consistent client experience.

CheckMyPeople

Senior Social Media Manager & Content Strategist

- Defined audience personas, tone of voice, and content pillars for a trust and identity-verification service.
- Directed AI-produced marketing videos and creative across social, newspaper, and transit advertising.
- The project reported a 20% increase in leads within its first six months.

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SELECTED EXPERIENCE / CONTINUED

Green Basket Nigeria

Head of Digital & Marketing; Brand and Content Strategy

- Led digital marketing and content direction for a premium snacks and wellness brand.
- Connected brand positioning, campaigns, and acquisition activity across digital channels.
- Portfolio-reported results included 45% higher website traffic and 30% year-on-year online sales growth.

Oaken Events International

Social Media Manager & Communications Lead

- Shaped pre- and post-event storytelling for luxury events through copy, content direction, and visual selection.
- Maintained a consistent editorial voice across social and community communications.

True Compassion Urgent Care, Florida

Freelance Digital Marketing Coordinator | Two-year engagement

- Coordinated Google Business Profile, review responses, and local visibility.
- Developed patient-facing social and website creative, with paid and organic campaign support.

Adun Foods

Brand & Content Strategy

- Supported premium brand repositioning with photography briefs, content pillars, and conversion-focused copy.
- Developed campaign communication for local and diaspora audiences.

CURRENT DIRECTION

AI creative direction, design operations, AI-assisted web and app development, video production, workflow automation, and creator-led brand partnerships.

Portfolio and project conversations: uzoreby@gmail.com | uzorchi65@gmail.com