David Adebanwo — Master CV

Digital Growth Strategist · Brand & Project Manager · Full-Stack Web Developer · Product Designer · Video Producer

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Professional Summary

Brand, digital growth and product professional with 8+ years of experience who builds brands, the platforms they run on, and the audiences that buy from them. Founder of Valuedity Premium Limited, delivering 255+ projects for 80+ clients with ₦15M+ in project payments, and led the campaign behind an officially certified Guinness World Record.

Combines rare range in one person: strategy and project leadership, AI-native full-stack development (9 live platforms shipped in 12 months), UI/UX and graphic design, video production with five reels past 1 million views, and paid and organic marketing that delivered 400+ qualified leads in 4 days. Has trained 45+ social media managers, designers and video editors, 10+ of whom now work in paid roles.

Key Achievements

- Led the campaign that set an officially certified Guinness World Record for Abuja Culinary School: 9,100 bookings for an online cooking tutorial in 3 weeks, nearly double Marks & Spencer's previous record of ~4,600
- Reached 6.1 million accounts in 30 days for Terraskills (+3,323%) and grew its Instagram from ~900 to 60,000+ followers organically, with 5+ reels passing 1 million views (peak: 13 million)
- Built Valuedity Premium Limited to 255+ projects, 80+ clients, 6,015 community members and ₦15M+ in project payments, with 99% of new clients by referral
- Built or co-built 9 live web platforms in 12 months, including verifyng.org (perfect 100 in all Google PageSpeed categories) and Valuedity's operations app (~100 daily users)
- Led a ₦2.1M digital transformation for Lashone Group's 10 subsidiaries: recovered a hacked website, rebuilt it with online sales, and built staff and customer apps
- Generated 400+ qualified leads in 4 days for an event planning client on a Meta and TikTok budget under ₦50,000

- Launched a virtual academy from scratch: 600+ enrolled and 400 certified in its first cohort
- Managed 6 flagship projects worth ₦8.65M combined; 60% of proposals approved and funded within 7 days

Professional Experience

Founder & CEO — Valuedity Premium Limited, Lagos

April 2023 – Present

- Founded and lead a leadership development and business growth company with 6,015 community members, 54 leaders in mentorship, 45 ambassadors and 17 shareholders
- Delivered 255+ projects for 80+ clients across 13 service lines, with 99% of new clients coming by referral and ₦15M+ in project payments since May 2023
- Managed 6 flagship projects worth ₦8.65M combined (₦600K–₦3M each); 60% of proposals and invoices approved and funded within 7 days, tracked in ClickUp and the Valuedity app
- Led Lashone Group's digital transformation across 10 subsidiaries (₦2.1M, April 2024 – September 2026): rebranded and managed 5 social platforms and the WhatsApp catalogue, positioned the Chairman as an industry authority, recovered the hacked website and hosting, migrated hosting and domain registrar, and personally built lashone.com with online ordering and property sales, a staff operations app (admin.lashone.com) and a customer and sales app with referral commissions (account.lashone.com)
- Designed and built valuedity.com and the operations app (app.valuedity.com), used daily by ~100 people for projects, proposals, invoicing, payments, client follow-up, reporting and mentoring; converted it to native Android and iOS builds with Codemagic, obtained the company's DUNS number, and submitted both to Google Play and the App Store (in review)
- Manage social media for 4 retained clients in catering, real estate, agriculture and education; 2 replaced their in-house media teams with Valuedity
- Run Meta and TikTok ad campaigns; one generated 400+ qualified leads in 4 days for an event planning client on under ₦50,000, with 100+ from graphic ads alone
- Designed promotional content for clients including Mamarazzi Pasta (350,000+ Instagram followers) and Abuja Culinary School

- Supervise 5 designers on a monthly, output-based model, reviewing all work for speed, quality and brand consistency
- Trained 20+ social media managers through a free recruitment programme, 20+ designers, 5 videographers and video editors and 2 motion graphics designers (including AI-assisted workflows); 10+ now hold paid roles, some with international clients
- Produce and run Valuedity's YouTube livestreams; shot and edited the company's website video
- Built financial tracking, investor share structures and a monthly dividend remittance framework

Product Designer & Web Developer (Contract) — Africa Fund, Remote

February 2026 – Present

- Design and develop 3 platforms for Africa Fund (PriceMesh, GiveTake and VerifyNG), serving 150+ users combined
- Built verifyng.org solo from September 2026: a product authentication platform where buyers scan a pack's QR or code to confirm it's genuine, with answers in English, Pidgin, Hausa, Yoruba and Igbo and a portal for manufacturers; scores a perfect 100 in all Google PageSpeed categories on desktop and mobile
- Co-developed pricemesh.app, a crowd-sourced live price platform with location filters, chat and Bitcoin Lightning rewards; co-led its full UI/UX redesign in Figma and am leading its conversion into native apps for Google Play and the App Store (~50% complete)
- Redesigned the UI/UX of givetake.xyz, a community giveaway platform, using Claude Code, and supervise its development and brand; users have already received items including a laptop

Media Consultant & Partner — Abuja Culinary School, Abuja

June 2023 – Present

- Led the Valuedity-contracted campaign (₦750K) that set an officially certified Guinness World Record: 9,100 bookings for an online cooking tutorial in 3 weeks, nearly double Marks & Spencer's ~4,600, mobilising a 50+ person team and the Valuedity community
- Directed a rebrand across all company social media platforms and led YouTube content strategy for monetisation

- Coached the 3-person media team over 3 sessions on content strategy and visibility; one post afterwards passed 40,000 views
- Worked directly with the CEO on visibility, personal branding and positioning; redesigned students' CVs for international job markets

Design & Video Consultant (Part-time) — Properties Everywhere Limited, Lagos

April 2026 – November 2026

- Owned all corporate design, including presentations, brochures and a full company profile rebrand, and recommended designers for the company's subsidiaries
- Mentored the in-house designer and videographer, raising the quality of all published design and video
- Trained the social media manager hands-on; the video shot and edited in that session became the company's best-performing Instagram post (~5,000 views)
- Travelled with the MD to cover events in Abuja and Port Harcourt, delivering full video coverage

Brand Manager & Social Media Lead (Part-time, Hybrid) — Kitchessence, Lagos

April 2026 – July 2026

- Led a full rebrand of the kitchenware business: logo, colour palette and visual identity, extended to branded staff apparel
- Managed Instagram, TikTok, YouTube, Facebook and LinkedIn, delivering 50%+ organic engagement growth and 20%+ follower growth in 3 months, tracked in weekly reports
- Optimised and rebranded the Google Business Profile, adding 40+ new 4–5 star reviews and increasing inbound leads
- Wrote the design brief for the online store redesign and supervised the website manager through delivery, improving search visibility
- Coached the owner on running the brand online

Project Manager — The Bishop of Real Estate Academy (TBORE), Lagos

August 2025 – October 2025

- Set up a fully virtual academy from scratch (₦600K+ project): structure, curriculum of 70+ activities per cohort, brochure, web page, registration forms, flyers and social platforms

- Enrolled 600+ students in the first cohort, with 400 completing the training and earning certificates
- Hosted Zoom sessions with global facilitators, averaging 150+ live students per session
- Represented the academy at Babcock University and the University of Lagos to drive enrolment
- Recruited, trained and supervised a 10-member operations team; grew each new social platform to 100+ organic followers in under a month

Studio Manager & Visual Producer — DV Photography Studio, Lagos

January 2025 – October 2025

- Set up a professional photography studio from scratch with a consultant, turning an empty hall into a working creative space
- Designed the studio's brand identity and marketing content; shot and edited photo and video on Canon and Nikon cameras, in studio and on location
- Built a client base through repeat business and referrals, with no paid advertising
- Managed the studio's social media, then trained a staff member to take it over

Community Manager & UI/UX Design Lead — Devest Investment Limited, Lagos

November 2024 – October 2025

- Designed a 40+ page UI/UX framework for the company's web investment application (₦3M project)
- Branded all investor touchpoints: social platforms, official WhatsApp, subscription forms, FAQs and investment summaries
- Produced investor-focused graphics and video; recruited and supervised a creative team to sustain community engagement and investor trust

Online Brand Manager — Dr. Adeyemi Adeniyi (MD, Dealclinchers Homes Ltd.), Lagos

June 2024 – October 2025

- Managed and grew the personal brand across Instagram, Facebook, TikTok, YouTube, Threads, LinkedIn and X, achieving 20% average monthly growth in followers, engagement and impressions

- Produced and published 200+ multimedia pieces, running the full workflow from filming to analytics
- Wrote monthly performance reports; built a WhatsApp community with regular live sessions; supervised a small digital team

Media Expert — Dealclinchers Homes Ltd., Lagos

May 2024 – October 2025

- Led a company-wide rebrand: new logo and a unified visual identity and colour system across 6+ subsidiaries
- Directed production of flyers, banners, brochures, roll-ups, backdrops and presentations for nationwide campaigns, and standardised company documents across branches
- Edited real estate showcases and corporate event coverage; introduced drone operations and trained the media team
- Covered events across 6 Nigerian states with short turnaround from shoot to publish

Brand & Media Consultant — Gogogeorgia Educational Consulting, Tbilisi, Georgia (Remote)

June 2023 – October 2025

- Developed the complete brand identity: logo, flyers, social media content and colour guidelines
- Supervised production of advertising and publicity videos; worked with the Founder & CEO on strategy and positioning

Media Specialist — Terraskills Learning Systems Ltd., Abuja

June 2022 – April 2024

- Grew Instagram from ~900 to 60,000+ followers organically through viral short-form video, reaching 6.1 million accounts in a single 30-day period (+3,323%) with 432,000 accounts engaged
- Edited 5+ reels that passed 1 million views each, including 13M, 12M and 10M
- Led a ₦1.2M multi-camera video and livestream production in Kano and Jigawa States, running cameras, livestream and team
- Trained students in Photoshop and CorelDRAW; served as Digital Skills Ambassador to Lagos schools; hosted virtual seminars and competitions

Founder & Creative Director — PSYCHO-WORLD, Lagos

July 2018 – August 2022

- Produced and edited 100+ motivational videos and 25+ music videos; built and monetised 3 YouTube channels
- Organised free online conferences with integrated video production and live broadcast management

Education

- **B.Sc. Estate Management** — University of Lagos (UNILAG), Akoka · 2025
- **Video Editing** — Skillshare, Inc. · 2023
- **Senior Secondary School Certificate** — BISAM Comprehensive College, Lagos · 2017

Skills

Brand & strategy: Brand strategy & positioning · Rebranding & identity systems · Personal and executive branding · Brand guidelines · Proposals & pitch documents

Digital marketing & growth: Meta Ads Manager · TikTok Ads · Lead generation · Google Business Profile & local SEO · Website SEO · Analytics & reporting · Email marketing

Social media & community: Instagram, TikTok, YouTube, Facebook, LinkedIn, X, Threads, WhatsApp · Content strategy · Viral short-form video · Community building · YouTube monetisation

Web development: Next.js · React · TypeScript · JavaScript · HTML/CSS · Supabase · Paystack & Lightning payments · Email, WhatsApp, maps & QR integrations · Vercel · Netlify · cPanel · Cloudflare · GitHub · Codemagic

Product & graphic design: UI/UX design · Figma · Web & mobile app design · Logo & visual identity · Print & marketing collateral · Ad creatives

Video & photography: Editing & post-production · Motion graphics · Multi-camera livestreams (OBS, StreamYard, YouTube Studio, Yellow Duck) · Canon, Nikon & Sony cameras · Drone cinematography · Photography

AI tools: Claude Code · Cursor · GitHub Copilot · v0 by Vercel · Lovable · Claude Design · ChatGPT · Gemini · DeepSeek · Grok · Runway · CapCut AI · Canva AI

Leadership: Project management (ClickUp) · Team building & supervision (teams of 5 to 50+) · Training & mentorship · Event and virtual conference hosting · Public speaking

Creative tools: Adobe Photoshop · Premiere Pro · After Effects · CorelDRAW · Canva · CapCut · Microsoft Office · Google Workspace

References

Available on request.