

Solomon Ikhioda: Curriculum Vitae

Profile

My objective is to bring unconventional thinking to create frameworks, models and design structures for businesses to innovate new products and services, create new propositions, audiences and marketing communications channels.

I create brands visions and design communication strategies that unite brand vision with the overall performance of businesses.

I specialize in mining codes from proceeding popular culture, to design communication that is relevant and resonant to their peculiar contexts

I am passionate to see Africa exploit its peculiar ethnography for socio economic development, free from illiteracy, superstition and under development and therefore integrating the continent into the mainstream of global wealth and reckoning.

Key Skills

- *Brand Communication Strategy design
- *Brand Experience design
- *Designing Audiences
- *Copywriting/ Brand storytelling

Experience

I have had experience in the under listed functions:

Teacher, St Angela's Grammar School, Uzairue, Edo State

Lecturer, (General Studies), Auchu Polytechnic, Auchu, Edo State, Nigeria

Copywriter, Rosabel Advertising, Lagos, Nigeria

Senior Copywriter, Insight Communications, Lagos, Nigeria

Deputy Creative Director, MCA Saatchi & Saatchi, Lagos, Nigeria

Chief Creative Strategist, Insight Redefini Group/ Publicis, Lagos Nigeria (The largest marketing communications group in sub-Saharan Africa)

Qualifications

HEC Business School, Paris Executive Business Programme. 2010

B. A (Hons) English, University Of Ife, Ile-Ife . 1975- 1979

West Africa School Certificate, Edo College Benin City. 1968- 1973