

Jonathan OyeSola Akanbi
Brand Strategist | Creative Director (Brand Systems, Campaigns, Packaging, Web)
Jonathan.Akanbi@yahoo.com
<https://www.linkedin.com/in/jakanbi/> www.makingcense.com

Summary

Creative Director and Brand Strategist with 10+ years of experience. Focused on positioning, messaging systems, and go-to-market execution across packaging, digital, and retail environments. Led 50+ product launches generating \$25M+ in revenue across national retail. Known for building brand governance frameworks, creating strategy briefs that align teams, and translating product and audience insight into campaign-ready creative systems.

Professional Experience

Creative Director, Tech 2

February 2022 - Present, Brooklyn, NY

Led end-to-end creative strategy and execution for consumer electronics distributed in big box retail and e-commerce.

- Tasked with scaling design operations for a rapidly growing portfolio while entering competitive retail categories, improving clarity and conversion across packaging and PDP touchpoints.
- Built and led a multi-functional team and vendor network, establishing brand standards and governance for packaging, copy, imagery, and production handoff.
- Launched 30+ SKUs contributing to \$25M+ in sales; secured retail placement at Sam's Club, Ross, and Home Depot; developed three sold-out product lines and expanded licensed partnerships with Disney and Nintendo

Instructor, Miami Ad School

October 2024 - Present | Queens, NY

Designed and taught curriculum focused on creative strategy, storytelling, and real-world branding execution.

- Bridged the gap between classroom instruction and agency expectations.
- Built an interactive, portfolio-driven curriculum executing briefs, research, insight-to-idea, presentation rationale.
- Increased career readiness, and grew the school's visibility through speaking at conferences and institutions.

Digital Marketing Designer, Neighborhood Assistance Corporation of America

December 2021 - December 2023 | Remote

Oversaw the national visual branding strategy for one of the largest HUD-certified homeownership programs.

- Designed multichannel campaign strategies to unify marketing across 40+ locations and boost program participation.
- Designed billboards, digital ads, event/tradeshows collateral, and social graphics in coordination with local municipalities.
- Contributed to a 120% increase in membership, 342 new homeowners, and a 300% increase in event sign-ups through targeted campaigns within 16 months.

Art Director, Chetu Enterprise

November 2019 - January 2021 | Sunrise, FL

Led design strategy for enterprise SaaS products across a global design team.

- Directed a 15-person design team across the U.S., India, and Europe
- Spearheaded UI/UX enhancements for 5+ enterprise applications, reducing user friction by 30%.
- Developed mobile and web assets that contributed to a 15% increase in user engagement and a 20% improvement in conversion rates.

Education

Art Direction - **Miami Ad School Portfolio Center** | Miami, FL

Communications BA - **Florida State University** | Tallahassee, FL

Certifications

Vanderbilt University | ChatGPT Advanced Data Analysis Certificate

Vanderbilt University | Prompt Engineering Certificate

Skills, Tools, & Recognition

*Adobe Creative Suite *Figma *Midjourney *Chat-GPT *Data Analysis *2013 BCS National Champion