Abdulmalik Adebayo Omoniyi

Brand Strategist & Creative Director

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SUMMARY

Brand strategist and creative director specializing in brand strategy, positioning, and messaging systems. Diagnoses the actual problem behind a brand before prescribing a fix, applying a diagnostic-first approach across fashion, real estate, construction, and venture-building sectors. Experienced leading brand identity, go-to-market strategy, and content strategy for multiple concurrent client and internal brands.

EXPERIENCE

CEO, Crelivio Incorporations Limited
Brand Strategy & Marketing Agency, Lagos, Nigeria

- Led brand strategy and identity system development for All Custom Apparel, a fashion e-commerce brand, covering positioning, messaging, and visual identity
- Delivered brand strategy and website design for Flourishgates, a construction and real estate management company
- Designed brand identity and full brand system for Nelius Vogue, a fashion label
- Directed brand positioning and content strategy for Omoniyi Omokanye & Co, a family-run real estate firm
- Built cold outreach frameworks and client proposal systems for the Nigerian SME market

President & CEO, Elan Innovate
Venture-Building Institution, Lagos, Nigeria

- Directed brand identity and go-to-market strategy for Elan's public programming and incubation cohort
- Designed and led a structured incubator curriculum built around a proprietary venture-building framework
- Managed brand positioning across community growth channels including WhatsApp, Instagram, and TikTok

COO, Omoniyi Omokanye & Co
Real Estate Firm, Lagos, Nigeria

- Led brand strategy and digital positioning for the firm's public-facing identity
- Directed website brand messaging and content strategy

CORE SKILLS

Brand Strategy, Brand Positioning, Messaging Strategy, Creative Direction, Go-To-Market Strategy, Content Strategy, Marketing Strategy, Client Proposal Development, Cross-Brand Brand Architecture

EDUCATION

Osun State University — B.Sc. Computer Science (Final Year)