

# ABRAHAM JOSEPH

+234 9036269207 +2348022124092  
adejareayomikun578@gmail.com

**Multifaceted digital creator** with a strong foothold in e-commerce, blending visual storytelling, strategic content creation, and digital marketing to elevate brand presence and drive sales.

## STRENGTHS AND EXPERTISE

Video Editing

Graphics Design

Social Media Management

Email Marketing

AI Photography

Shopify Marketing

## PROFESSIONAL EXPERIENCE

**LustyChic (UNITED KINGDOM)**

**JANUARY 2024 – SEPTEMBER 2025**

**Social Media Manager & E-mail Marketer**

LustyChic is an online retail store specializing in women's stretch jeans, classic denim, and faux leather apparel. Known for its keen eye for detail and commitment to excellence, LustyChic delivers a seamless shopping experience that blends luxury with affordability.

## ROLES & TARGETS ACHIEVED

- **Post Scheduling & Content Planning** : Utilizing Tools like **Notion**, **Milanote**, and **Later.com**, I streamline content scheduling, ensuring a consistent and well-organized posting strategy.
- **Email Marketing & Customer Retention** : Crafting compelling email campaigns that nurture customer relationships, promote new collections, and maximize repeat purchases.
- **Service Offering** : Offering end-to-end Shopify marketing—from store setup and design to ads, email flows, and conversion tracking.
- **Celebrity & Influencer Endorsements** : Secured social media shoutouts from renowned celebrities and influencers in the US and UK, increasing brand awareness and customer trust.

**JEANSGEMSWHOLESALE (UNITED KINGDOM)**  
**Social Media Manager & Email Marketer**

**JAN 2024 – September 2025**

JeansGemsWholesale is a UK-based B2B denim supplier providing stylish, high-quality jeans designed to elevate retail collections. As the sister brand to LustyChic, it's trusted by retailers for its premium packaging, trend-driven styles, and reliable global shipping offering a seamless wholesale experience built for modern fashion businesses.

**ROLES & TARGETS ACHIEVED**

- **Email Marketing :** I run targeted email marketing campaigns, crafting engaging visuals and persuasive copy to highlight new arrivals, special offers, and style inspiration tailored for our B2B Audience.
- **Immense Growth :** Building the brand from scratch and witnessing its daily progress and growth has been an incredibly fulfilling experience.
- **Performance Analytics :** With a focus on strategy, I monitor platform analytics weekly to evaluate performance, tweak content approaches, and ensure we're meeting KPIs in engagement and reach.
- **Increased B2B Client Interest :** I have been able to develop strong connections with B2B clients, fostering trust and loyalty, which has ultimately led to them becoming long-term, returning customers.

**PURPLESTONE (NIGERIA)**  
**Social Media Manager & Graphics Designer**

**JULY 2024 – Present**

A premier online e-commerce platform offering a meticulously curated selection of high-quality fashion items. From stylish clothing and exquisite jewelry to must-have accessories, beauty essentials, and luxurious perfumes, PurpleStone Shop caters to individuals seeking elegance and refinement in every product.

**ROLES & TARGETS ACHIEVED**

- **Ad Creatives for Social Media :** Designing high-converting visuals tailored for Instagram, Facebook, TikTok, and Google Ads, ensuring each graphic aligns with current campaign goals and trends.
- **Elevated Brand Presentation :** Continuously developing fresh, innovative visual styles that resonate with Purplestone's target audience and support its luxury image.
- **Luxury Brand Visual Integration :** Produced polished graphic materials for products under brands like **Ralph Lauren, Under Armour, Adidas Sneakers.**
- **Ad Campaign Visual Success :** Created attention-grabbing ad designs that led to increased click-through rates and higher conversions across social platforms.

## PROFESSIONAL QUALIFICATIONS

- Certificate of Completion in Web Designing  
**GREAT LEARNING.COM** **MAY 2024**
- Certificate of Completion in Digital Marketing  
**ALISSON** **MARCH 2024**
- Understanding the Essentials of Video Editing  
**ALISSON** **OCTOBER 2024**
- The complete Social Media Marketing Course  
**ALISSON** **JULY 2024**
- LinkedIn Marketing Solutions Fundamentals  
**LINKEDIN LEARNING** **OCTOBER 2024**
- Adobe Certified Professional (ACP) in Graphic Design & Illustration  
**Adobe Certification Program** **NOVEMBER 2024**
- E-commerce Essentials **(IN PROGRESS)**  
**COURSERA** **JANUARY 2025**

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## EDUCATIONAL QUALIFICATIONS

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| <b>Miva University</b><br>BSC. BUSINESS MANAGEMENT   | <b>2024 – 2028</b> |
| <b>North Eastern University BOSTON, USA (IN PROGRESS)</b><br>Master of Professional Studies in Digital Media | <b>2024 – 2028</b> |

"Success is measured by the positive impact created through creativity,  
meaningful connections, and the value added to every project."

**Abraham Joseph**