

Cn *The*
chief
nomad



Ayoola Gbade-Bello [AGB] >

Futurist • Growth Hacker • Evolver

I'VE GOT AN
IDEA



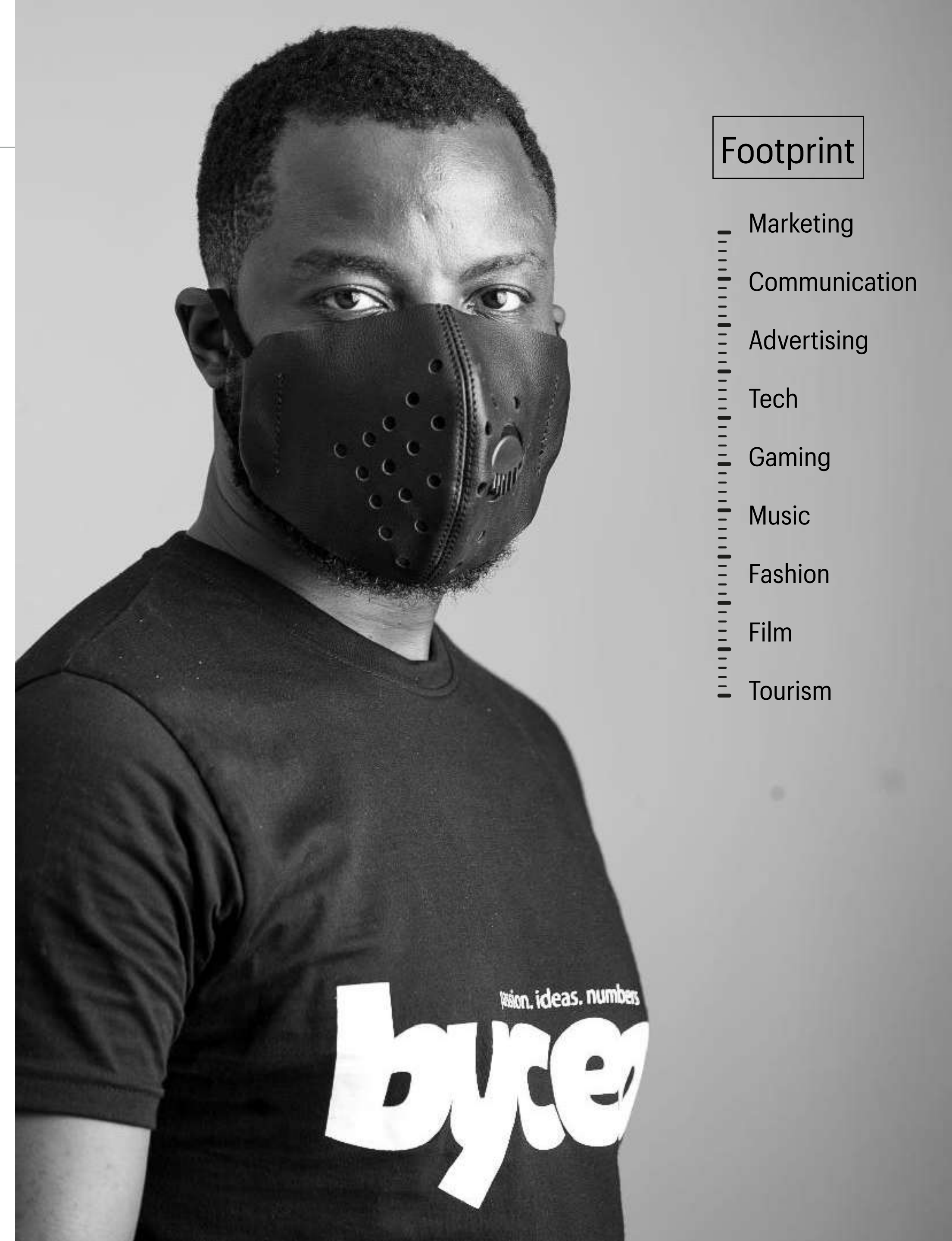
I build **brands**

I develop **people**.

I create **products**.

I improve **processes**.

15+ years brand building experience with a **strong track record of developing sustainable marketing strategies and business models**, creating multiple approaches to solving simple and complex problems for businesses of all sizes, while **increasing market share and profitability.**



I have overseen and led teams towards the execution of **several high-value projects**, ensuring that I can help you/your organization achieve any one or all of the following goals:

- **Develop** a winning marketing strategy for your brand.
- **Build** exciting products for your customers.
- **Create** marketing communication campaigns/content for existing or new products.
- **Manage** communication across multiple channels.
- **Monitor** and track the impact of your communication campaign across channels.
- **Recruit** the right creative team/agency for your organisation.
- **Set up** processes to ensure that you have productive relationships with 3rd party creative, IT and marketing vendors.
- **Provide** access to a pool of the best content creators and producers in line with the specific requirements.
- **Train** your team to understand creative management process(es).
- **Audit** the productivity of your creative/marketing department.
- **Recommend** new ways to make both departments smarter and better.

My proficiency scores high across the following fields of expertise:

 **Information Strategy**

 **Creative Direction**

 **Brand Architecture**

 **Content Development**

 **Experience Design**

 **Product Management**


 **Visual Communication**

 **Growth Hacking**

 **Process Optimization**

 **Talent Spotting**

 **Project Management**

 **Trend Spotting**

Public Sector Experience

- Currently serving as Strategic Consultant and Brand Architect for the **Nigerian Tourism Development Corporation (NTDC)** to showcase **“Tour Nigeria”** the Nigerian tourism master brand. My work on the brand inspired me to conceptualize the **CHIEF PLAN**, a strategic blueprint that harnesses and builds sustainable structures for the promotion of domestic tourism across Nigeria.
- Designed and implemented **“One Lagos”** in 2015 - which dovetailed into several touch-points which include the **“One Lagos Fiesta”** and **“Flavours of Lagos”**.

Private Sector Experience

- Strategic and Creative Consultancy for **Oando Plc**, sub-Saharan Africa’s leading indigenous integrated Energy Group.
- Retail Marketing Consultancy for **Nike** and **TM Lewin** across West Africa.
- I have also designed solutions for other multinationals such as **Seven-Up, Interswitch, Microsoft, Nutricima, Unilever, Zain, Western Union, Nigerian Breweries, Standard Chartered Bank, Multilinks Telkom, Research in Motion (Blackberry), Union Bank** amongst others.

Explore Africa

Explore Africa



Explore Africa



Project Title: "EXPLORE AFRICA"

Sponsor: OANDO Plc

About: An International PR Campaign for Oando Plc (Pre/Post \$1.5 billion Conoco-Phillips acquisition), regarded as **"The best advert in the last 20 years in 2014"** by The Financial Times UK



LAGOS



Project Title: "ONE LAGOS"

Sponsor: Lagos State Ministry of Tourism

About: Design of the tourism master brand for the promotion of inbound and outbound tourism across the state. [**Learn More Here**](#) and [**Watch**](#)

[**Promo Video**](#)



Project Title: "TOUR NIGERIA"

Sponsor: Nigerian Tourism Development Corporation

About: Strategic Tourism Master plan and "CHIEF" roadmap development for the Nigerian Tourism Development Corporation (NTDC) to promote domestic tourism in Nigeria. **[Watch Promo Video](#)** and **[Visit Website](#)**



Project Title: "19 SAFE"

Sponsor: Bedouin

About: Web-app game developed in the wake of the Coronavirus (COVID-19) pandemic, as a coping and educational mechanism to help everyone, especially kids deal with the lockdown. **Play The Game**

I am passionate about Mentorship. Since 2014, I have engaged over **25,000+ undergraduates** from **8 universities** and academies across Nigeria, while I have privately trained 50* talents.

*Some of these talents are the most sought after in their careers today.



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UNIVERSITY OF ILORIN
...Letter by Letter

SOUTHWESTERN UNIVERSITY
NIGERIA
In God We Trust



BOWEN UNIVERSITY
OF THE MIDDLEBELT UNIVERSITY

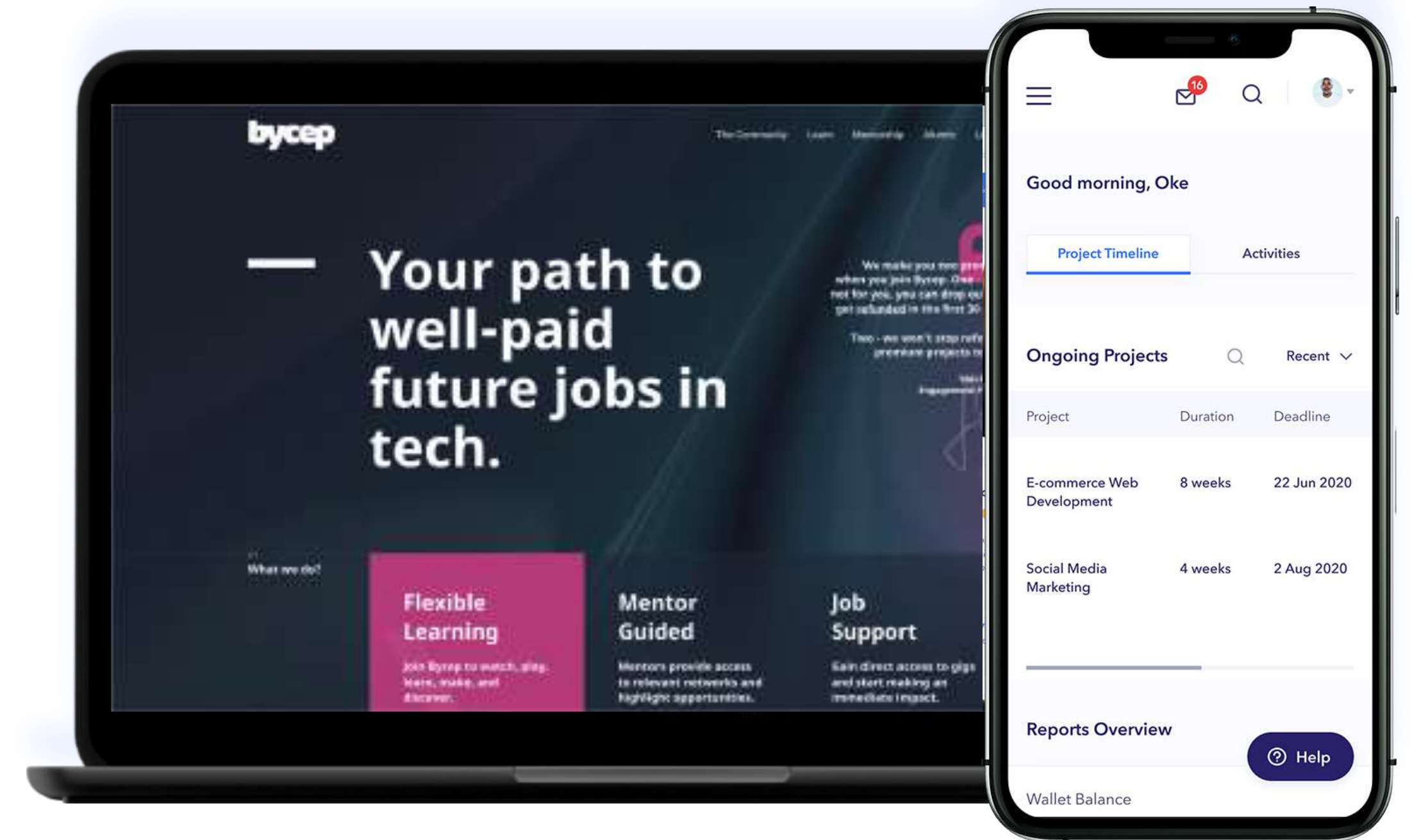





secure the gates!
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I strongly believe that the creative and tech industries offer the best platforms to **bridge the prevalent knowledge gap and harness potential**, thereby reversing the **existential twin threats of youth unemployment and underemployment across Africa.**”

I am currently building **BYCEP** an end-to-end online platform that addresses skill deficiency by providing training to a community of underserved talents to enable them deliver digital solutions at scale for organizations around the world. The aim is to **empower freelancers to find fulfillment doing what they love, and to breed a new set of entrepreneurs across the continent.**



A close-up, underwater photograph of a man with a beard and mustache, wearing blue swimming goggles. He is looking slightly to the right. The water is clear and blue, with light rays filtering through. The overall mood is serene and adventurous.

You need a nomad to
guide you on the long-
winding and treacherous
journey of brand
building. **Get in touch.**