Mohammed Toheeb.

Motion Designer & Video Editor · Social Media Management

Lagos, Nigeria | +234 813 835 5448 | ayomidetoheeb76@gmail.com
Portfolio: toheebayomide.netlify.app | @medsinform

PROFILE

Motion designer and video editor with four years of experience in visual content and digital marketing. I handle video production end to end, from concept and storyboard through animation, voiceover, sound and final delivery in 16:9, 9:16 and 4:5. I make launch videos, app promos, narrated explainers and product demos for tech and consumer brands, and pair the creative work with social media strategy and campaign management, so every video is built for the feed it plays in.

SELECTED MOTION WORK · 2026

14 original motion pieces for invented brands across AI SaaS, fintech, health, consumer products and data visualisation (NORVA, ORVO, KOVA, QUIDLY, AUREL, MEDS, FORM/26, STRIDE).

Chowdeck concept series (unofficial): brand film, WhatsApp ordering, Chowpass and Relay, with a separate concept for 16:9 and 9:16.

Narrated explainers with scripted voiceover locked to the animation (HARBOR invoicing app, 36s; Tsenta job-alert tool, 50s; PadiPlug power-bank rental, 35s).

Spec launch films (unofficial) for AI startups without a product video, built in each brand's own look: naïve, Tsenta, Moment, Smallest.ai, Jem, Async.

EXPERIENCE

Social Media Manager — 2025
Novaterra Logistics

- Independently produce promotional videos and motion graphics for van, coach, boat and VIP transport services, handling concepts, visual creation, editing and final delivery.
- Built the brand's social presence from launch, achieving social media reach of 53,000+ within five months.
- Develop creative concepts and AI-generated visuals for transport campaigns; adapt finished content for each platform and manage publishing alongside flyers and campaign graphics.

Product Strategist (Internship) — 2026
The AI Colony

- Create AI-generated videos for The AI Colony's social channels, including videos that gained viral traction; handle concepts, prompts, visual generation and final editing.
- Develop product demonstrations that show AI tools in action, turning features into practical visual examples and engaging video content.
- Test AI video and image tools, refine prompts and references, and turn the generations into finished content for X and other social channels.

Growth Marketing & Social Media Strategist — 2025
ITALAWA

- Increased ROI by 112% and return on ad spend by 30% through Google Ads, Meta Ads and CRM-driven lead generation.
- Increased organic website traffic by 70% through SEO and supported website improvements that reduced page load times by 40%.

Social Media Manager & Content Strategist — 2022 – 2026
Trendmyevent

- Produced visual content for 250+ events, including reels, styling videos, product shoots and promotional graphics.
- Increased user engagement by over 45% through trend-driven, platform-specific content.
- Manage Meta Ads campaigns, influencer partnerships, community engagement and customer enquiries.

Social Media & Brand Communications Associate 2023 – 2024

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- Supported the FanVanille to FanMilkNG online rebrand, keeping visuals and tone consistent across channels.
- Used Google Analytics and platform insights to refine content strategy and improve campaign ROI.
- Collaborated with fashion influencers and creators on styling features and user-generated content.

Social Media Manager & Visual Content Coordinator 2022 – 2024

Hybee Watches

- Created studio product photography for use across the brand's platforms.
- Ran Meta Ads campaigns to drive high-intent product traffic and improve conversion rates.
- Collaborated with stylists, models and influencers to produce fashion-focused product visuals.

SKILLS & TOOLS

Skills: Motion graphics, video editing, kinetic typography, storyboarding, scriptwriting, voiceover and sound design, 3D visuals, graphic design, product photography, social media management, content planning, paid social advertising

Motion and design: Blender, Figma, CapCut, Adobe Photoshop, Canva, Edits, code-built motion (HTML canvas)

AI video and image: Higgsfield, Seedance, Kling, Nano Banana, GPT Image

AI audio: ElevenLabs

Advertising and analytics: Meta Ads Manager, Google Ads, Google Analytics, CRM tools

EDUCATION

Computer Science, undergraduate (200 level) 2026

National Open University of Nigeria

National Diploma, Computer Science 2022 – 2024

Yaba College of Technology, Lagos

CERTIFICATIONS

Meta Social Media Marketing, Meta (2025) · Fundamentals of Digital Marketing, Google Digital Garage (2023) · Google Ads Search Certification, Google (2022) · Scrum Project Management, Scrum.org (2022)