

AYO-AYODEJI OYEWO

CREATIVE MARKETING / COMMUNICATIONS

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PROFILE

Creative marketing and communications professional with hands-on experience developing campaigns, visual identities, promotional assets and event communication. Brings together design execution, brand thinking and audience-focused storytelling.

EXPERIENCE

Founder & Creative Director - Monochrome

Regina, SK | 2025 - Present

- Lead creative direction across fashion, identity, styling, campaigns and live experiences.
- Planned and executed a large-scale fashion show, coordinating models, stylists, volunteers, sponsors and production.
- Develop sponsorship materials, visual systems, campaign assets and project workflows from concept through delivery.

Manager - Davayo Advertising

Regina, SK | 2025 - Present

- Manage client projects across print, branding, signage and advertising from brief through production and delivery.
- Translate client needs into practical design, pricing, production and rollout plans while managing concurrent jobs.
- Work hands-on with digital print and large-format production workflows and quality control.

Internal Director - Operations & Excellence - Enactus Regina

Regina, SK | 2026 - Present

- Support internal operations, event systems, judging structures, forms, process documentation and execution standards.
- Develop repeatable workflows that improve coordination, accountability and event delivery across teams.

Head of Marketing & Communications - Black Students Association

University of Regina | 2026 - Present

- Lead visual communication, campaign planning, promotional assets and event marketing.
- Coordinate brand consistency and audience-facing communications across recruitment, networking and cultural events.

EDUCATION

University of Regina - Regina, SK

Bachelor of Creative Technologies (In Progress)

SELECTED PROJECTS

Creative Technology Projects

Interactive and generative projects using Processing, Arduino, sensors, NeoPixels, sound and visual systems.

DEJI.ONLINE

Interactive personal portfolio combining web design, motion, creative coding and editorial visual direction.

SKILLS

Marketing Strategy / Social Media / Campaign Design / Brand Communications / Graphic Design / Content Planning / Event Promotion / Adobe Creative Suite / Canva / Sponsorship Materials / Audience Engagement / Project Coordination