

ODAY JANNO

Creative and Brand Strategist

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Website



ABOUT ME

A highly skilled and experienced digital artist and graphic designer, I create visually stunning designs that effectively communicate intentional messages to meet business goals. With a strong background in digital art, graphic design, illustration, and motion graphics, I am able to produce a wide range of designs for print, web, and mobile platforms. I am proficient in industry-standard software and mobile-based apps. A creative problem solver who can work independently, lead a team or as part of a team. I am passionate about design and am always looking for new ways to push the boundaries. I have the skills and expertise to handle any design challenge.

PROFESSIONAL SKILLS

Software and Web-based tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Google Analytics (learning GA4) | G-Workplace | Figma | Canva | WIX | CapCut | Shopify | WordPress

Professional Skills: Branding Strategy | Leadership | Conflict-Resolution | Presentation & Creative Communication | Writing content for SEO

Languages: Native English | Native Arabic | Intermediate French

EXPERIENCE

Creative and Brand Strategist

Self-Employed, *Montréal, Québec*

Nov 2019 - Present

I bring a unique combination of creative and strategic skills to my work, with a proven track record of delivering high-quality, visually stunning designs for a wide range of clients ranging from finance (crypto), NFT, media & entertainment, f&b, retail, logistics & shipping, education, events to E-commerce.

With 100+ projects, I have worked with clients from all over the world, including Asia, the Middle East, and Europe, as well as the Americas. My ability to work with clients from different cultural backgrounds has allowed me to create designs tailored to their specific needs and requirements.

Business Development Manager

Helping Middle East, *Dubai, UAE*

Jan 2018 - Nov 2019

In this role, I identified and pursued new business opportunities by developing and executing sales and marketing plans, including forging strategic partnerships.

Key achievements include:

- Reduced operational costs through process optimization.
- Implemented processes to streamline operations and enhance efficiency.
- Analyzed data to identify areas for improvement.
- Maintained strong client relationships and improved customer satisfaction.

Commercial Officer

Morgan Additives Manufacturing Co. *Dubai, UAE*

Jan 2015 - Dec 2018

Developed and implemented strategies aligned with company goals, by creating and implementing marketing activities to promote goods and services.

Key achievements include:

- Increased sales annually by 12% and expanded market share by 0.5%.
- Improved customer retention rates by 50%.
- Conducted market research to identify emerging opportunities and trends.
- Analyzed market and sales data for improvement and growth.
- Negotiated contracts with clients, suppliers, and partners.
- Collaborated with cross-functional teams for smooth operations.

Student Recruitment Officer

Limkokwing University of Creative Technology, *Kuala Lumpur, Malaysia*

Jan 2013 - Dec 2015

Developed strategies to attract and enrol diverse prospective students by planning and executing recruitment activities, including school visits and virtual events.

Key achievements include:

- Increased student enrollment while maintaining academic standards.
- Increased international student enrollment by 15%.
- Increased underrepresented minority student enrollment by 10%.
- Collaborated with marketing teams for effective promotion.
- Analyzed recruitment data to identify trends and areas for improvement.

Project Coordinator

Adeyes Productions, *Thiruvananthapuram, Kerala, India*

Jan 2012 - Dec 2013

Effectively communicated with clients for project updates, while coordinating with department teams to ensure on-time completion. As well as, tracking progress, managing project files and documentation, addressing stakeholders' concerns, and implementing improvements as needed.

EDUCATION

Bachelor of Business Administration

Limkokwing University of Creative Technology

Jan 2013 - Dec 2014

Diploma in Management Studies

SKILLS Business School

Jan 2010 - Oct 2010

Diploma in Graphic Design

Arena Animation Academy

Jun 2009 - Aug 2010