



OBIMAKINDE OBIDOTUN

Brand Strategist

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📍 Lagos, Nigeria

💻 dutchdigits99.com

EDUCATION

Federal University Oye Ekiti

2020 - 2025

Theatre and Media Arts

Bachelor of Art

SKILLS

- Brand & Strategy:
- Brand Strategy
- Brand Management
- Brand Development •
- Marketing Strategy
- Website Design & Development
- E-commerce • Shopify •
- WordPress • WooCommerce •
- UI/UX Design

LANGUAGE

English

French

REFERENCE

Available Upon Request

PROFESSIONAL SUMMARY

Creative and results-driven Brand Strategist and Digital Experience Professional with 6+ years of entrepreneurial and freelance experience helping businesses build brands that are clear, memorable, differentiated, and positioned for growth. Founder of DutchDigits, with expertise spanning brand strategy, positioning, identity, digital experiences, website development, e-commerce, digital marketing, and creative technology. Skilled at combining strategic thinking, creative direction, technology, and business understanding to transform ideas into compelling brands and digital experiences.

WORK EXPERIENCE

BRAND STRATEGIST & FOUNDER — DUTCHDIGITS

Freelance | Lagos State, Nigeria | June 2020 – Present

- Develop brand strategies that help businesses establish clear positioning and differentiate themselves in competitive markets.
- Help businesses define and communicate their brand identity, personality, messaging, and visual direction.
- Develop digital experiences that connect brand identity with customer needs and business objectives.
- Design and develop professional websites and e-commerce platforms for businesses and entrepreneurs.
- Provide digital marketing solutions focused on online visibility, customer acquisition, engagement, and growth.
- Work with clients to transform business ideas into practical brand and digital strategies.
- Develop visual concepts, marketing assets, product presentations, and digital brand materials.
- Apply UI/UX principles to create user-focused digital experiences.
- Use modern creative and AI-powered tools to improve design, content creation, product visualization, and creative workflows.
- Manage projects from strategy and concept development through execution and delivery.

PROFESSIONAL FOCUS

Brand Strategy — Helping businesses clarify what they stand for, how they should be perceived, and how they can differentiate themselves in their market.