

CHIDOZIE ELVIS OKAFOR

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PROFESSIONAL SUMMARY

Director of Brand and Marketing with a Master of Architecture and a decade of building brands from positioning through launch and sustained growth. Founder and brand lead for a premium functional beverage entering the corporate wellness and sober-curious market, with full ownership of identity, packaging, B2B pitch materials, retail presence, and channel strategy. Directs integrated campaigns across social, content, and partnership marketing while managing production, supply chain, and wholesale relationships. Combines design authorship with commercial accountability — brand systems, go-to-market plans, and the operational follow-through that turns a launch into revenue.

CORE COMPETENCIES

- Brand Strategy | Positioning + Messaging | Brand Architecture | Naming
- Go-to-Market Planning | Product Launch | Channel Strategy | B2B + DTC
- Integrated Campaign Development | Content Strategy | Editorial Calendars
- Social Growth | Community Building | Influencer + Partnership Marketing
- Marketing Operations | HubSpot CRM | Funnel Design | Lead Generation
- Packaging + Retail Presence | Trade + Wholesale Marketing | Merchandising
- Budget Ownership | Vendor + Agency Management | Cross-Functional Leadership
- Analytics + Reporting | A/B Testing | Customer Insight + Segmentation

PROFESSIONAL EXPERIENCE

Brand + Marketing Director — Multi-Brand Portfolio | Independent — Roxbury, MA

2023 – Present

Serve as Creative Director across a portfolio of independent brands and ventures, directing full creative output from brand identity through campaign execution, product design, digital content, and marketing materials.

Red Remedy (Premium Functional Beverage Brand)

- Developed full brand identity, visual language, and market positioning for a premium hibiscus-based functional mocktail targeting the corporate wellness and sober-curious market
- Directed label design, brochure development, social media creative template system, billboard poster concepts, and corporate thank-you card design
- Direct all Instagram content strategy and TikTok creative output (@redremedynaturalmocktail)
- Designed corporate wellness pitch decks and presentation materials for B2B client acquisition

Custom Archetype (Digital Art + 3D Collector Art)

- Founded and direct a print-on-demand digital art brand with a premium physical collector art product line
- Design all digital art products and direct end-to-end customer experience from order to delivery
- Create 3D abstract art, three-dimensional representations of paintings, using a Bambu Lab P1 3D printer across multiple filament colors; developed limited-edition numbering systems and certificates of authenticity
- Designed premium collector packaging: UV-bonded seamless glass cases with wooden bases (\$150–\$600 per piece)

RevAmp Gym (Creative Consulting)

- Design concept boards, promotional posters, and Instagram content for gym marketing and membership acquisition campaigns
- Develop visual communications aligned with RevAmp's brand identity and business objectives

Project Architect | Institutional Visualizer | Temple University — Philadelphia, PA

2023 – 2024

- Produced photorealistic donor study renderings for the College of Public Health clinic renovation, supporting capital fundraising for institutional leadership and major donors
- Directed design and visualization of Temple University Center City Campus exterior signage across two building elevations; created photorealistic before-and-after renderings for city council and stakeholder approval

- Produced multi-site massing study presentations for Temple University's 14-year campus housing development plan; directed all 3D production and visual presentation materials

Graduate Architectural Designer | Competition Architect | Graduate Architecture Program — 2020 – 2022

- Art directed and produced all creative deliverables for "Turninn I Valhalla," an Iceland Cave Tower for the Bee Breeders International Competition; directed 3D modeling (Rhino 3D), rendering (V-Ray), post-production (Photoshop + Illustrator), and presentation (InDesign)
- Designed The Eden Sanctuary: photorealistic visualization in Enscape and axonometric drawings for augmented reality; recognized for design quality and social impact narrative

Fashion Designer | Independent —

Ongoing

- Design and develop apparel collections using CLO 3D garment simulation software and AI-assisted design tools
- Produce full design presentations including mood boards, technical specifications, colorway explorations, and collection narratives
- Leverage AI platforms to accelerate concept development, material visualization, and client communication

Creative + Marketing Lead | Utonix Nigeria Limited — Nigeria / United States

2015 – Present

- Directed creative and marketing outputs for brand communications across a leading West African consumer goods distribution network

EDUCATION

Master of Architecture + Environmental Design — Temple University, Philadelphia, PA | 2019 – 2022

Bachelor of Science, Financial Accounting + Audit Practice — Covenant University, Nigeria | 2012 – 2016

Academic Achievement Award — Temple University

TECHNICAL SKILLS

Creative + Design: Adobe Photoshop, Illustrator, InDesign, Canva, Figma, CLO 3D

3D + Architecture: Rhino 3D, SketchUp 3D, V-Ray, Enscape, AutoCAD, Revit

Fabrication: Bambu Lab P1 3D Printer

AI Tools: ChatGPT, Claude, Midjourney, AI Design Platforms

Marketing: Buffer, CapCut, HubSpot, Social Media Strategy

Languages: English (Fluent), Igbo (Native)