

CHIDOZIE ELVIS OKAFOR

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PROFESSIONAL SUMMARY

Results-oriented Senior Brand Manager and Director of Operations with over a decade of hands-on experience in consumer goods distribution, brand development, and operational compliance across US and West African markets. Proven expertise managing wholesale and retail distribution networks, coordinating international logistics pipelines, and building premium consumer health and wellness brands from the ground up. Founder of Red Remedy — an active corporate wellness beverage brand — and a ten-year contributor to Utonix Nigeria Limited, one of West Africa's leading skincare and beauty product distributors. Combines deep CPG operational knowledge with entrepreneurial brand-building expertise and a strong financial foundation (BSc Financial Accounting + Audit Practice).

CORE COMPETENCIES

- Consumer Packaged Goods (CPG) | Brand Management | Product Development + Launch
- Wholesale + Retail Distribution | Supply Chain Management | Vendor Management
- International Logistics | Import/Export Operations | Container Shipping Coordination
- Operations Compliance | Process Improvement | Staff Training + Development
- Corporate Wellness Sales | B2B Client Development | Key Account Management
- Financial Oversight | Budget Management | P&L Awareness | Cost of Goods Analysis
- Health + Wellness Market | Functional Beverage | Skincare + Beauty Category
- Brand Identity + Creative Direction | Social Media Marketing | Content Strategy

PROFESSIONAL EXPERIENCE

- **Director of Brand + Creative — Multi-Venture Portfolio** | Independent — Roxbury, MA *2023 – Present*
- *Lead brand strategy, creative direction, and integrated marketing execution across multiple concurrent ventures spanning premium functional beverages, digital art, technology, and fitness. Responsible for all brand positioning, visual identity, campaign conceptualing, and content strategy.*
- • Developed complete brand strategy and visual identity systems for Red Remedy and Custom Archetype from naming through full creative execution; established visual language, tone of voice, and brand positioning for both brands
- • Direct all social media creative including Instagram and TikTok content strategy; manage brand voice, visual consistency, and audience engagement across platforms
- • Develop B2B marketing materials including corporate wellness pitch decks, brochures, and presentation materials for Red Remedy's institutional sales channel
- • Oversee all print design, including product labels, thank-you cards, brochures, and billboard poster concepts, ensuring brand consistency across all physical and digital touchpoints
- • Create concept boards, promotional design, and marketing content for RevAmp Gym as retained creative partner

Brand + Marketing Contributor | Utonix Nigeria Limited — Nigeria / United States

2015 – Present

- *Contributed creative direction and marketing strategy for a West African wholesale distributor of skincare and hair care products, with a distribution network spanning beyond West Africa.*
- Directed creative and marketing outputs for consumer-facing brand communications across the distribution network
- Supported strategic business development, client acquisition, and market positioning for the wholesale and retail channels
- Contributed to expansion strategy for the brand across the West African regional market

Architectural Visualizer | Presentation Designer | Temple University — Philadelphia, PA **2023 – 2024**

- *Produced high-impact donor presentation visualizations and stakeholder-facing design materials for major institutional clients at one of the largest universities in the northeastern United States.*
- Created photorealistic before-and-after design renderings used in fundraising presentations to university leadership and major donors
- Developed institutional brand compliance materials for Temple University's exterior signage program across multiple campus locations
- **Fashion Designer** | Independent —
- *Ongoing*
- Develop apparel collections and full design presentations using CLO 3D garment simulation and AI-powered design tools

ENTREPRENEURIAL HIGHLIGHTS

Founder + Brand Director, Red Remedy + Custom Archetype

2024–Present:

Conceived, named, branded, and launched two independent businesses from zero; built cohesive visual identities, developed physical and digital products, and created all marketing and sales materials independently.

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

- Adobe Photoshop, Illustrator, InDesign, Canva, CLO 3D, Figma, Rhino 3D, SketchUp 3D, V-Ray, AutoCAD, Bambu Lab P1 (3D Print)
- Buffer, CapCut, HubSpot, Notion, Social Media Platforms
- **Languages:** English (Fluent), Igbo (Native)