



CONTACT INFORMATION

Location: Abidjan, Côte d'Ivoire

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Portfolio: www.ruthaka.com

Languages

French: native

English: bilingual

Skills

Design & Communication, Graphic

Design, Brand Identity, Motion

Design, Video Editing, Digital

Content Production, Event

Organization, Public Relations.

Soft Skills

Strategic Thinking, Creativity,

Teamwork, Adaptability,

Independent Remote Work,

Multitasking, Time Management.

Technical Tools

Adobe Premiere Pro, After Effects,

Photoshop, Canva, ClickUp,

Slack, Google Workspace,

Microsoft Office Suite.

Ruth Hillary Aka

Communications & Creative Designer

Hi, I'm Ruth, a bilingual (French/English) professional with experience in visual communication (graphic design & video production) for international brands. I work independently in remote, multicultural environments and connect creative communication with organizational goals.

PROFESSIONAL EXPERIENCE

ASSOCIATE CREATIVE – REMOTE, Part-time

Adamant Media Agency | July 2023 – Present

Adamant is a European-based marketing and influence agency specializing in brand content for international companies operating in Africa and Europe.

Key Results and Achievements

- Contributed to regional influence campaigns for brands including Danone and Orange Money Europe, targeting Francophone Africa and diaspora markets.
- Designed and produced short-form videos and visual assets for social and digital platforms.
- Adapted campaign visuals for diverse audiences across Francophone Africa and diaspora markets.
- Handled end-to-end editing: brief review, story framing, edit, basic sound polish, captions, and delivery.

DIGITAL COMMUNICATION ASSOCIATE – Remote

Smart Corporation | October 2022 – May 2025

Smart Corporation is a consumer electronics company operating multiple retail stores in Côte d'Ivoire, including Lenovo Store CI, HP Store CI, and Mr Smart, an Apple Authorized Reseller.

Key Results and Achievements

- Designed digital and social assets for three retail brands.
- Created campaign visuals for paid media, product launches, and promotional content.
- Coordinated influencer collaborations from a visual and content production standpoint.
- Delivered multi-format assets adapted for social, digital ads, and in-store communication.

EDUCATION

Bachelor of Business

Administration (BBA) in Digital

Communication and Media

Nexford University - United States
of America (2025)

Specialization: Digital Marketing

Associate of Applied Science in Business

Nexford University - United States
of America (2025)

Brevet d'Études

Professionnelles in Computer Science

Atlantique International Business
School - Abidjan, Côte d'Ivoire
(2018)

High School Diploma - WASSCE

Yamoussoukro, Côte d'Ivoire (2015)

COMMUNICATION REPRESENTATIVE – Accra, Ghana Animax FYB Studio | April 2023 – February 2024

Animax FYB Studio is West Africa's leading animation studio and a key exporter of authentic African content.

Key Results and Achievements

- Managed the communication and production team for digital and social content.
- Organized events, maintained the studio's communication protocols, and coordinated public relations with partners.
- Managed content calendars and ensured timely delivery of visual materials.

GRAPHIC DESIGN SPECIALIST – Abidjan, Côte d'Ivoire VYOU Communication Agency | December 2021 – October 2022

VYOU is a marketing and public relations agency serving high-profile clients across various sectors.

Key Results and Achievements

- Produced social media graphics and video content to enhance brand presence.
- Designed branding and promotional materials for campaigns.
- Directed visual strategy for the agency's clients.

JUNIOR MARKETING MANAGER – Abidjan, Côte d'Ivoire Jighi Inc. | March 2019 – June 2020

Jighi is an IT company providing transformation and cybersecurity services.

Key Results and Achievements

- Designed content for the 2019 African Cybersecurity Conference: brochures, magazines, newsletters, social media banners.
- Coordinated social media engagement and advertising campaigns for IT services.

COMMUNICATION STRATEGIST – Volunteer Zoé & Rehoboth Éditions | 2021 – 2025

Publishing house in Abidjan, serving Francophone Africa.

Key Results and Achievements

- Planned and executed launch and sales campaigns for three published books.
- Produced social media graphics, videos, and promotional materials.

COMMUNICATION OFFICER – Volunteer Life Academy | 2016 – 2022

Organization offering life skills training and mentoring to professionals, young people, and families.

Key Results and Achievements

- Developed digital campaigns and organized events.
- Produced event videos and media reports on event success and impact..