Esther O. Wilson

Business Consultant, Brand & Full-Stack Marketing Strategist.

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Introduction.

I'm Esther, an innovative and creative enthusiast who uses both creative and innovative stategies to help individuals and businesses establish their brands the right way.

Over the past years, I have worked with individuals, corporate & not-for-profit organisations to register, develop, and advertise their brands, helping them stand out and connect with the right audience.

I am particularly interested in roles where my ethusiasm helps brands with the right strategy from start to finish.

Prowess.

Business Development
Business Consulting
Advertising and Marketing Strategy
Social Media Specialist
Project Management
UI/UX Design

Tools.

Google Docs Suite, Microsoft Office Suite, Notion, Inshot, CapCut, Figma, Affinity, Canva, Coreldraw Graphics Suite.

Certification.

UI/UX Design (2024)
Young Innovators of Nigeria (3MTT/NITDA)

Human Resources Management (2022)
Project Management Practitioner (2022)
Project Management Profession Institute

Experience.

Success Prayer Camp (2026)

A Non-Governmental Organisation that provides a campground and offers missionary-based subdomains.

- Visual Identity (Logo, stationeries and merchs)
- Advertising and Marketing Strategy (Foundational, Inbound & Outbound) for both digital and print media.

ChiBambi Perfscent (2026)

A perfumery brand where I worked with the founder and designer to achieve the following:

- Choose and decide on the brand name
- Design the visual identity of the brand
- Provide strategy on content

WOET Enterprise Ltd. (2025 — Present)

A Hybrid Consulting Company co-founded by me and my SO. As we build the company I am responsible for:

- Brand identity - visuals and tone (for company and clients)
- Content and Content Strategy (for company and clients)
- Digital Marketing & Advertising (for company and clients)
- Social Media Management

Yusma Integrated (2025 — Present)

Healthy food products supplier. Also deals in sales of original honey. We've worked together on:

- Brand positioning
- Product packaging
- Advertising strategy
- Business development consultations

Funmito Home for Aged and Vulnerable Children (2024 — Present)

FHAVC is a Non-Governmental Organisation catering to aged persons and vulnerable children. We've worked over the years to create:

- Visual Identity and Brand Positioning
- Documentations
- Event planning and organisation