



TOLULOPE AJAYI'S PROFILE

Tolu is an accomplished and knowledgeable creative professional with a wealth of experience in advertising, broadcast production and film making.

He began his journey into creativity as a young intern cartoonist at Vanguard Newspapers at the age of 16, which has evolved into a career that is both of heartfelt passion and professional achievement.

Over the past 20 years, Tolu has been channeling his talents into creating some of Nigerian advertising's most memorable moments working with brands like P&G, MTN, Access Bank, Guinness, GT bank and many others.

As a Creative professional Tolu has worked in many diverse roles –

1. As a multi-camera series TV drama director for MNET's Tinsel (Season 2).
2. As TV commercial director of brands like Interswitch, Union Bank, Nestle Milo, Guinness, FCMB and many others.
3. As SO&U Saatchi & Saatchi's TV Broadcast producer, Tolu's purview was the production of high quality commercials in Nigeria, Africa and the UK for clients like MTN, GT Bank and Access Bank.
4. Tolu was also responsible for regional production work for P&G in West Africa. He was actively involved and consulted with Diageo and Saatchi & Saatchi London on Guinness TV commercials for Africa on campaigns like the 'Michael Power is back TVC s and the popular and award winning Guinness "Sky" TVC ("My friend Udeme").
5. Tolu was the producer for Sprite Triple Slam 2011. He was responsible for creating the show's 2011 production format from an event and live activation programme and successfully executing the production across all 4 of its regional executions and a grand finale in Lagos.
6. As a speaker, Tolu has taught at Pan African University – School for Media and Communication on Creativity and TV production. He also delivered the keynote speech for Lagos Advertising Awards LAIF in 2011 and has also spoken at Fate Foundation on Digital Marketing in 2011.
7. Heis Biafran short " The Encounter" received the Grand Jury Special mention at the African International Film Festival and was listed Newsweek 10 best Nigerian films - <http://bit.ly/1XevUGR>. It's been recently nominated Best Short African Movie Academy Awards 2016.
8. His television work includes a 1hour TV film A New You and most recently Paradise Way – a 10 episode TV series now showing on Ebony Life TV.
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10. Tolu is also an avid photographer and underwater cameraman. Samples of his photo and video work can be found on his website toluajayi.com and his YouTube and Facebook page under Tolulope Olamide Ajayi channel.

Currently Tolu is the Chief Operating Officer of Lucid AV – A production company for SO&U's group of agencies and a diverse direct client list spanning Banking, telecommunications, and lifestyle brands.

Educational background –

Saatchi and Saatchi producers training.

British Broadcast Corporation (BBC) Assistant' Producers foundation programme.

Bachelor's degree in the English language. With minors in performing Arts and Linguistics. He still speaks a smattering of German.

Relativity Education Directing Workshop –Los Angeles

Contact

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