Dagim Endalkachew

Graphic & Brand Designer · Brand Identity, Campaigns & Sales Decks

+251 920 526 598 · dagiendalk@proton.me · Addis Ababa, Ethiopia (UTC+3) · Open to remote work worldwide
Portfolio: **dagi-dportfolio.netlify.app**

PROFILE

Graphic and brand designer with 5 years of experience in visual design, branding and campaign asset production. I create brand identities, marketing collateral (brochures, catalogues, sales decks) and social ad creative in English and Amharic. I have worked with 10+ established clients in SaaS and software, agriculture and export, furniture, health, finance and entertainment. I currently lead marketing design for three B2B SaaS products.

SELECTED WORK

SAAS	**InerNett "1000 OPEN" campaign** · Campaign & sales collateral. Campaign concept, visual direction, sales decks and product brochures for ERP, CMS and LMS products
AGRICULTURE	**Bemartin Trading PLC** · Export marketing. Product catalogue layout, buyer outreach templates and campaign materials, backed by a phased marketing roadmap
FURNITURE	**Amare Aragaw Furniture** · Social ad campaign. 22-slide campaign deck, six video concepts and bilingual Meta and TikTok ad scripts to drive showroom inquiries
CONSTRUCTION	**Architectural & interior visualisation** · 3D & spaces. D5 Render, Lumion and Blender renders of offices, cafés and a G+11 mixed-use building, a story video for the IEC Youth Center, and relief panels for CNC production

All 36 projects: **dagi-dportfolio.netlify.app**

WORK EXPERIENCE

Mar 2026 – Present

Chief Marketing Officer (leading marketing design)

InerNett Technology Solutions · B2B software (ERP, CMS, LMS) · Addis Ababa

- Designed marketing collateral (product brochures, sales decks) and campaign assets for three B2B SaaS products (ERP, CMS, LMS)
- Created the concept, branding and visual direction for the "1000 OPEN" campaign, which frames businesses without a website as "closed online", for a city-by-city rollout
- Qualified 2,488 businesses down to 551 priority prospects for the launch; the resulting sales calls brought in new ERP clients

2021 – Present

Freelance Brand & Graphic Designer

Addis Ababa, Ethiopia · remote · 10+ clients

- **Brand identity:** Designed brand identities and logos for clients in fashion, finance, agriculture and entertainment, plus standalone logo projects
- **Marketing collateral & campaign assets:** Catalogues, campaign decks, social ad creative and posters, including crowdfunding posters for EESC and Fereja and patient-education posts for Ham Addis Dental
- **Decks & web:** Designed investor and pitch decks, and the front end of a client website

Sep 2022 – Feb 2024

Graphic Designer

Energy Film Production · Addis Ababa

- Designed logos, branding, social media visuals and promotional content for the studio's productions, including crowdfunding campaign visuals

Nov 2023 – Present

Co-founder, Wabi Architects

Construction & architectural consulting · Addis Ababa

- Produced interior and architectural visualisation in D5 Render, Lumion and Blender, and social media videos for the studio's projects, including the IEC Youth Center

SKILLS

Design Software	Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Canva, PowerPoint, Figma (learning)
3D & Visualisation	Blender, D5 Render, Lumion; architectural and interior renders and videos
Brand & Campaign	Visual design, brand identity, logo design, layout and typography, marketing collateral, sales decks, campaign assets, social and ad creative, motion graphics, web front-end design
Collaboration & AI	Google Workspace, AI image and video tools (Higgsfield), Make.com automation
Marketing	Campaign concepting, ad scripting, social media strategy, sales enablement

EDUCATION & LANGUAGES

2014 – 2020 — **BSc in Architecture** · Adama Science and Technology University | **Languages:** Amharic (native), English (professional)