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Summary

Dynamic Social Media Expert with Graphic Design Proficiency:

- Over three years of specialized experience in crafting dynamic social media posts and engaging reels, leveraging expertise in Graphic Design with proficiency in Adobe Photoshop and Adobe Illustrator. Contributes to enhanced online visibility and drives business success.

Excellence in Client Interface and Project Execution:

- Proven skills in interfacing with diverse clients, understanding design requirements, and successfully executing end-to-end design projects. Maintains a commitment to excellence and alignment with brand guidelines using tools such as Adobe Photoshop and Adobe Illustrator.

Innovative and Data-Driven Approach:

- A unique blend of creativity and marketing acumen, consistently delivering exceptional design projects. Thrives on managing multiple projects simultaneously and implementing feedback loops for continuous improvement. Leverages data-driven insights, including metrics and analytics, to refine strategies for design and social media campaigns.

Experience

Senior Executive - Graphic Designer

Curelo

Oct 2023 - Present (4 months)

- Conceptualize and implement visually engaging and cohesive designs that resonate with target audiences across diverse social media channels.
- Collaborate with cross-functional teams, including marketing, sales, and product development, to integrate design into overall business strategies.
- Engage in effective communication with stakeholders, ensuring a comprehensive understanding of project requirements and objectives.
- Contribute to the development and maintenance of brand guidelines, ensuring consistency across various touchpoints and channels.

Graphic Designer

Fluorite Media

Dec 2019 - Sep 2023 (3 years 10 months)

- Interface with various clients to understand their design requirements and objectives.
- Cultivate strong client relationships through effective communication, responsiveness, and a keen understanding of client preferences.
- Oversee the end-to-end execution of design projects, ensuring they align with client expectations and brand guidelines.
- Implement feedback loops to continuously improve design processes and outcomes.

- Efficiently manage multiple projects simultaneously, adhering to tight deadlines and ensuring timely delivery of exceptional design projects.
- Provide regular updates to clients on project progress, metrics, and performance analytics for social media campaigns.
- Use data-driven insights to refine strategies and improve the impact of design and social media efforts.

Education



Lovely Professional University

Bachelor of Business Administration - BBA, Information Technology

Skills

Graphic Design • Typography • Branding & Identity • User Interface Design • Social Media Management • Social Media Advertising • Display Advertising • Video Editing • Video Animation • Attention to Detail