

## FATHERNORT

### CONTACT:

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### Professional Summary

Creative and results-driven Social Media Marketer and Graphic Designer with over 3 years of experience in developing innovative marketing strategies and creating visually compelling content. Proficient in leveraging social media platforms to enhance brand visibility and engagement. Adept at graphic design, with a keen eye for aesthetics and a passion for storytelling through visual media. Proven ability to manage multiple projects simultaneously while meeting tight deadlines.

### Core Competencies

Social Media Strategy

Graphic Design

Content Creation

Brand Development

Digital Marketing

Analytics & Reporting

Adobe Creative Suite (Photoshop, Illustrator, InDesign) Video Editing (Premiere Pro, After Effects)

SEO & SEM Copywriting & Editing Professional Experience

Social Media Marketer & Graphic Designer [February/2020] to Present.

Developed and executed comprehensive social media strategies for multiple clients, resulting in an average engagement increase of [50]%.

Designed and produced visual content including graphics, infographics, videos, and animations, ensuring brand consistency and visual appeal.

Managed social media accounts (Facebook, Instagram, Twitter, LinkedIn, TikTok), creating and scheduling posts, responding to followers, and monitoring analytics.

Collaborated with cross-functional teams to align marketing efforts with overall business goals and brand messaging.

Conducted market research and competitor analysis to identify trends and opportunities, adjusting strategies accordingly.

Utilized analytics tools (Google Analytics, Hootsuite, Sprout Social) to track performance and generate monthly reports, providing actionable insights to improve future campaigns.

Created branding materials, including logos, brochures, business cards, and advertisements for a diverse range of clients.

Developed and maintained brand guidelines to ensure consistency across all marketing materials and platforms.

Collaborated with clients to understand their vision and translate it into compelling visual content. Managed multiple projects simultaneously, ensuring all were completed on time and to the client's satisfaction.

Participated in brainstorming sessions to develop creative concepts and campaigns.

#### Social Media Intern

Assisted in the creation and scheduling of social media content across various platforms. Monitored social media channels for trends and engagement opportunities.

Supported the design team in creating visual content for social media and web use.

Conducted research on industry trends and competitor activity to inform strategy development.

Education.

Adobe Creative Suite (Photoshop, Illustrator, InDesign) Video Editing (Premiere Pro, After Effects)

Social Media Management Tools (Hootsuite, Sprout Social) Google Analytics

SEO & SEM Tools

Microsoft Office Suite

HTML & CSS (basic knowledge) Professional Affiliations

Member, American Marketing Association (AMA) Member, Graphic Artists Guild.

#### Portfolio

#### References

Available upon request.