

# Sami

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## About Me

Graphic Designer and Social Media Manager with six years experience creating marketing materials and managing social media in higher education, business, and non-profit settings.

## Education

**B.S., Graphic Design**  
*Milligan College 2019*

**Studio Arts College**  
**International Florence, Italy 2018**

## Skills

Print Design  
Social Media Marketing  
Typography  
Branding & Identity  
Photography  
Email Design  
Editing Written Content  
Video Editing  
Website Maintenance

## Technology Skills

Adobe Creative Suite  
*InDesign, Illustrator, Lightroom, CameraRaw, Photoshop, Premiere Pro*  
Social Media Management Software  
*Sprout Social & Meta Business Suite*  
Kindle Create  
Wordpress  
Mailchimp  
Microsoft Office Suite  
Word, Excel, & Powerpoint

## Work Experience

### Writer & Graphic Designer

**Christian Medical & Dental Associations | Oct.2024 - Feb. 2026**

- Developed and designed print promotional pieces for CMDA's ministries from ideation to final deliverable
- Created branding and print materials for 2026 CMDA National Convention
- Collaborated across departments to ensure all projects aligned with CMDA's branding and messaging
- Updated branding and ensured that all CMDA logos had the correct trademark
- Edited written content to align with CMDA's voice

### Social Media Marketing Associate

**Johnny's Shoe Store | Dec. 2023 - Sept. 2024**

- Created impactful content for Facebook which resulted in the reach increasing by 10.9%, followers increasing by 18.6%, and the engagement increasing by 69.6%

### Director of Social Media

**Lincoln Memorial University | March 2022 - Nov. 2023**

- Coordinated and posted regularly on University's Facebook, Instagram, TikTok, X, and LinkedIn to ensure consistent messaging
- Created impactful content which resulted in the overall engagement increasing by 17.8%, engagement rate increasing by 54.2%, and the audience growing by 180.2% across all platforms
- Ensured that social media projects were aligned with and supported the University's strategic plan and mission
- Suggested best practices and campaigns for various departments on campus when necessary
- Researched trends and topics and applied them to LMU's social media strategy
- Completed and implemented Social Media Guidelines for LMU and Social Media Account Request Form

### Junior Graphic Designer

**GreenTech Environmental | Feb. 2021 - Dec. 2021**

- Assisted in updating the company's brand by creating a typeface for their new logo
- Developed a company branding guide for a new product launch
- Designed social media graphics
- Photographed products for placement in lifestyle images
- As a freelance designer, I designed online and print marketing materials