## ARTEINNIAN

## CREATIVE MARKETING SPECIALIST





## **SKILLS**

- Social Media Marketing
- · Content Creation
- · Client Pitch Deck
- Market Research
- Sales and Marketing Perspective
- · Copywriting and Proofreading
- · Photo and Video Editing
- Project Management Tools
- Microsoft 365
- Google Workspace
- · Adobe Creative Suite

## **EDUCATION**

**BS IT MAJ IN DIGITAL ARTS** 

2017 - 2019 | Graduated

**MULTIMEDIA ARTS** 

2015 - 2017 | Graduated

## **PROFILE**

I am a highly adaptable creative marketing specialist with a 7-year track record of collaborating with renowned global brands including Target, Coles, Montblanc, Hyperice, OPPO and more.

## **EXPERIENCE**

### **BRAND SPECIALIST**

Mar 2022 - Nov 2023

Establish a compelling brand identity and persona while crafting customized presentation templates tailored for international clients in diverse market opportunities.

### AD SPECIALIST AND CONTENT CREATOR

Sept 2021 - Mar 2022

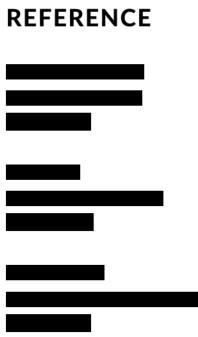
Generate engaging marketing content for e-commerce platforms and craft compelling product stories that foster a strong connection with 'Connect Us,' our parent company.

### MARKETING CONTENT SPECIALIST

Sept 2020 - Sept 2021

Oversaw the brand's social media accounts and curated a comprehensive content calendar. Additionally, conceptualized and designed impactful print ads for brand promotion.

# **CHARACTER**



## **EXPERIENCE**

## **ON-CALL ADVERTISEMENT SPECIALIST**

Jan 2021 - Mar 2021

Implement a dedicated marketing content strategy for the 'Litson Baka' campaign while orchestrating a cohesive social media content plan for Andok's Litson Corp and its affiliated companies.

### CONTENT WRITER AND DESIGNER

Mar 2018 - Feb 2019

Develop captivating storytelling and innovative concepts for brochures, magazines, and books.

## DIFFERENT FIELD EXPERIENCE

#### STORYBOARD ARTIST

Aug 2020 - Apr 2021

I transform scriptwriter's concepts into graphic illustrations to assist animators and video editors in the creation of educational materials.

### LAYOUT ARTIST

Mar 2019 - Jan 2020

I was responsible for developing graphic designs for learning materials and test booklets.

### SENIOR MULTIMEDIA ARTIST

Dec 2016 - Mar 2018

Generating a diverse range of creative assets and I oversee both creative and marketing assets for the company.