

contact

(727) 501-6589
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www.curiouslylem.com

skills

Graphic Design
Copywriting
Photography
Videography
Media Relations
Adobe Creative Cloud
Social Media Strategy
Wordpress

certified

Hootsuite Platform
HubSpot Social Media
Visualization and Design
Google Analytics Individual Quali
Google Ads Display Certification
Google Ads Search Certification
Muck Rack Fundamentals of Media
Relations

awards

1st Place
VCU Camp ADventure | 2021
1st Place
Ad 2 Tampa Bay Ad Sprint | 2021
Member
Kappa Tau Alpha | 2021
2020 Recipient
Deanne Dewey Roberts Scholarship
2019 Recipient
Nelson E. Irving Endowed
Scholarship in Photography

experience

Art Direction Apprentice

The Workshop | 2021-present

- Create and produce campaign concepts with Copywriter and Creative Director. Assemble look and feel for campaigns through color, type, and asset selections.
- Use Adobe Creative Cloud programs to execute campaign tactics for Neosporin, Macy's, and Dyson.

Art Direction Intern

VCU Camp ADventure | 2021

- Worked as an Art Director with the winning team to create a complete campaign for a global nonprofit.
- Used working knowledge of color theory and artistic principles to create graphic and video content using Adobe Illustrator, Photoshop, and Premiere Pro

Junior Graphic Designer

Evolve & Co | 2021

- Designed graphics and create videos for local clients' social media
- Worked with Creative Director and CEO to design digital assets
- Created branding packages, blog posts, print postcards, and visual content for social calendars

Content Creation Intern

Ark Naturals | 2019-2021

- Assisted in transitioning social media content creation in-house through lifestyle photography, graphic design, and content calendar planning
- Concepted and researched current trends with Digital Marketing Manager to create content across digital platforms
- Produced, directed, and edited photography and graphics for e-commerce including Amazon, Chewy, PetSmart, and more using Adobe Illustrator, Photoshop, and Lightroom
- Introduced new products and packaging to markets through social media content; increased engagement by 50% upon launches
- Created short videos and animations for social media

education

University of South Florida | 3.96 GPA

B.S. of Advertising and Public Relations | 2018-2021 Dean's List