

## contact

(727) 501-6589  
ekashis22@gmail.com  
www.curiouslystem.com

## skills

Graphic Design  
Copywriting  
Adobe Premiere Pro  
Adobe After Effects  
Adobe Illustrator  
Adobe Photoshop  
Media Relations  
Social Media Strategy

## certified

Hootsuite Platform  
HubSpot Social Media  
Visualization and Design  
Muck Rack Fundamentals  
of Media Relations

## awards

Shorty Awards Finalist - PPK  
Florida Lottery Livestream | 2022  
1st Place  
VCU Camp ADventure | 2021  
1st Place  
Ad 2 Tampa Bay Ad Sprint | 2021  
Member  
Kappa Tau Alpha | 2021  
2021 Recipient  
Deanne Dewey Roberts Scholarship  
2019 Recipient

## education

University of South Florida  
B.S. of Advertising and Public Relations  
2018-2021 | 3.96 GPA

## experience

### Freelance Content Creator

A&E Business Solutions | 2021-present

- Produce graphic design, social media strategy, and photography for local and national clients such as Bully Pulpit Interactive, law firms, dental marketing companies, pet boutiques, and more.
- Work alongside internal creative teams to design creative for social media, OOH, digital advertisements, branding, and websites.
- Optimize graphics for deployment using Adobe Illustrator and Photoshop.
- Create long and short-form videos for social media using Adobe Premiere and After Effects.

### Junior Interactive Designer

PPK | 2022-2023

- Owned the social presence of the Wonder Bread account.
- Concepted national campaigns and created supporting designs to produce them.
- Planned monthly social calendars including ideation, copywriting, photography, and visuals.
- Worked with Community Manager to concept content for social using current and upcoming trends.
- Used Adobe Photoshop, Illustrator, Premiere Pro, and After Effects to design functional static and animated posts for social.
- Scheduled posts monthly to HeyOrca.
- Worked with Google Web Designer to animate web banners for paid campaigns.
- Worked on scaled collaboration activations with internal and external creative teams.

### 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.