

contact

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

skills

Video Production
Figma
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

- Provide graphic design, social media strategy, and photography services 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 paid and organic social media use with 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 media.
- 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.