

# preeti sampath

## THE RESUME

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### WORK EXPERIENCE

#### Mountain High Appliance

- Design print graphics such as sales promotions, flyers, brochures, circulars, internal-signage, banners, event graphics
- Design video graphics for the use in company's commercials and TV spots.
- Design web graphics such as slide banners, catalog banners new web page mockups and promotions graphics
- Manage website content including blogs, events, products, team as well as back-end product catalogs for smooth functioning
- Maintain social media content for all locations through Facebook, Twitter, Pinterest, Houzz and YouTube.
- YouTube and Google Adwords campaigns
- Create, design and write blogs every week for the company
- Design and create email marketing campaigns for company's customers every quarter + internal communication
- Help coordinate events for the company with full marketing
- Maintain media budgets and manage media co-op for radio, print, TV, cooking demos, social media, Google etc.

#### Social Life Marketing

- Design ads, contests, posts for 80 clients on social media
- Manage social media for 80 clients
- Create promotional materials based on different campaigns for clients
- Monitor social media interactions
- Design ads for the magazine: News4U & Tri-State Bride
- Layout designs for the magazines
- Create WordPress sites for clients & SEO/SEM client websites
- Photograph for the magazine & social media

#### Studio B Photography

- Designing products, ads, flyers & promotional materials
- Image manipulation & editing
- Web designing & web master duties
- Customer & client interaction
- Social media content management and advertising
- Marketing & research

### EDUCATION

#### Bachelors in Telecommunications in Design & Production

Indiana University, Bloomington

#### Certificate in Web Design

Sessions College of Professional Design

#### Diploma in Digital Filmmaking

New York Film Academy

### SKILLS

**Software:** Photoshop, InDesign, Illustrator, Lightroom & After Effects

**Web:** Website Design, HTML, CSS, Wordpress, SEO/SEM, Google Adwords

**Email Marketing:** MailChimp, iContact

**Social Media Management:** Facebook, Instagram Twitter & Pinterest Campaigns, YouTube Google Advertising

**Other:** Microsoft Office, Outlook, Proficient in PC & Mac Computers, Blogging