

SAMI GOMEZ

Creative marketer, graphic designer, and passionate about the beauty industry!

WORK EXPERIENCE

Lead Brand Designer

Statusphere (Influencer Marketing-Tech Platform)
Orlando, FL | Nov. 2021 - Present

- Responsible for designing, directing, and managing all e-commerce imagery for brands including Unilever, Hearst, Workman Publishing, and REN Skincare.
- Led, strategized, and designed all creative aspects for the highly impactful company annual conference.
- Collaborated with sales team, content marketing, and the executive suite to maximize growth by 90 MQLs and 500 new contacts per month via my designed webinars, guides, and paid ads.
- Operated as the lead of the creative department; built out branded icon library and created detailed social media, webinar, and e-commerce design guidelines.
- Acted as company liaison, managing the development of all creative marketing throughout each department.
- Led weekly design meetings with 3 interns, focusing on weekly goals, design strategy, and design education.

Graphic Designer Contractor

IPSY, BoxyCharm
Remote | Nov. 2021 - May 2023

- Developed visually captivating Pinterest infographics, paid ads, and Instagram Stories, effectively enhancing brand visibility and engagement.
- Applied advanced Photoshop skills to meticulously retouch and resize more than 3,000 product images, optimizing them for an e-commerce shopping experience.
- Crafted high-performing Instagram Grid/Story posts and social media ads, driving user engagement and conversions.

BoxyCharm

Junior Graphic Designer | June 2021 - Jan. 2022
Design Coordinator | Mar. 2021 - June 2021
Production Designer | Dec. 2020 - Mar. 2021

- Promoted within a six-month timeframe for exceeding goals and supporting company culture.
- Collaborated with Marketing team to brainstorm and strategize the company rebrand.
- Designed dedicated member facing emails, social, and web assets for brands such as Fenty Beauty, Glow Recipe, Estee Lauder, Tarte, Benefit and more.

[VIEW PORTFOLIO](#)

CONTACT

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samigomez.com
Fort Lauderdale, FL

PROFICIENT IN

Photoshop	Google Slides
Illustrator	Excel
After Effects	Asana
InDesign	Hootsuite
Figma	Hubspot
Canva	AirTable

EDUCATION

Business Communications and Digital Media

Bachelor's Degree
University of Central Florida
Aug. 2017 - May 2021

Marketing Chair, UCF Council

- Pitched original imagery for an annual campaign, that became used in campaign assets.
- Created a multi-use animation to be used as a Pinterest Infographic, later to become a Paid Ad.
- Designed Holiday Shop mailer to push sales during their Black Friday.
- Worked alongside Social team to create monthly Pinterest infographics strategy, and Instagram Story animations.

Creative Freelancer

Design by Sami | Jan. 2020 - Present

- Collaborated with local businesses, agencies, and beauty brands to strategically elevate their brand presence and expand their reach.
- Spearheaded the conceptualization and creation of visually compelling digital and print marketing materials, including animated social media graphics and client websites.
- Orchestrated successful rebranding initiatives for clients, encompassing the development of new logos, brand guidelines, business cards, and impactful storefront vinyl.
- Proactively scheduled and conducted meetings with clients to ensure effective project communication, progress tracking, and sample reviews.

INTERNSHIPS

Brand Relations/Design Intern

Statusphere | Apr. 2020 - July 2020

Social Media, Graphic Design Intern

Web Solutions of America | Aug. 2019 - Dec. 2019

Social Media Marketing Intern

Statusphere | Jan. 2020 - July 2020

Marketing Intern

InBIA | Jun. 2018 - Dec. 2018

Business Development and PR Intern

Pivot Business Consulting | Jun. 2018 - Dec. 2018

Digital Marketing Intern

Second Harvest Food Bank of
Central Florida | Jan. 2018 - May 2018

SG

THANK YOU FOR YOUR TIME!

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