

# SAMI GOMEZ

MY SEPHORA IDEAS

Strategic marketer, graphic designer, and very passionate about the beauty industry!

## CONTACT ME

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## EDUCATION

**University of Central Florida**  
Bachelor Degree in Business  
Communications and Digital Media  
Aug. 2017 - May 2021

## SKILLS

Remote Leadership/Management  
Department Collaboration  
Career Coached

## PLATFORMS

Adobe Creative Cloud  
Figma  
Asana  
Canva  
Confluence  
MailChimp  
Hootsuite  
Sprout Social  
AirTable  
Monday  
Sales Force

## WORK EXPERIENCE

### Lead Brand Designer

#### *Statusphere (Influencer Marketing-Tech Platform)*

Orlando, FL | Nov. 2021 - Present

- Lead B2C social media design strategy with three interns and a graphic designer.
- Conducted and documented weekly design meetings, focusing on weekly goals and campaign strategy.
- Developed and enforced detailed Social Media Brand Guidelines.
- Built out a branded icon library for B2B assets: Webinars, Presentations, and Sales Decks.
- Created detailed decks (colors, font, social assets, print/digital imagery) to pitch rebrand creative.
- Designed and created copy for an Instagram carousel that outperformed prior posts by 250%, generated ~100 new followers, and ~60 new members.
- Implemented Asana company-wide and streamlined Marketing projects with detailed processes.
- Lead, managed, and developed a TikTok campaign, increasing their engagement by 64%.
- Designed high conversion B2B Collateral: Webinars, Investor and Client Pitch Decks, Paid LinkedIn Ads
- Developed and implemented 360 Monthly Marketing Deck (for design), delegation process, and efficient meeting documentation.

### Graphic Designer - Freelancer

#### *IPSY*

San Mateo, CA | Jan. 2022 - Present

- Design high performing Instagram Grid/Story posts and social ads.

#### *Boxy Charm*

Pembroke Pines, FL | Nov. 2021 - Jan. 2022

- Design Pinterest infographics, paid ads, and Instagram Stories.
- Photoshopped and resized over 3,000 product images to be used on store website.

## **Boxy Charm**

Pembroke Pines, FL | Dec. 2020 - Jan. 2022

### • Junior Graphic Designer

- Collaborated with Design team to brainstorm and strategize the company rebrand.
- Designed and pitched 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 print marketing used to push sales during their Holiday shop.
- Created Instagram Story animations to announce Giveaways, Daily Shop Deals, and more.

### • Design Coordinator

- Lead and developed a fast and efficient design process for the product imagery on their online store.
- Created Pinterest infographics, both static and animated.
- Communicated with the Merchandise department to ensure e-comm product imagery is approved.

### • Production Designer

- Designed member facing emails, interactive emails using Gifs, animations, CTAs, and more.
- Collaborated with the E-Comm team to ensure beauty brand clients approve email design.
- Created beauty brand dedicated social, web, and email assets for brands such as Fenty Beauty.

## **Design by Sami**

### **Creative Freelancer**

Jan. 2020 - Present

- Work with local businesses, agencies, and beauty brands to help expand their brands, visually.
- Design digital and print marketing materials, animated social media graphics, and websites for clients.
- Conduct rebrands for clients including a new logo, brand guidelines, business cards, and storefront vinyl.
- Schedule meetings with clients to discuss project progress and review samples.

## **Statusphere**

Orlando, FL | Jan. 2020 - July 2020

### • Brand Relations/Design Intern

- Created marketing material to be distributed during events.
- Strategically designed a company deck while utilizing brand guidelines.
- Develop analytical brand reports based on the client's monthly campaigns.
- Designed supplemental graphics to increase claim rate for monthly product campaigns.

### • Social Media Marketing Intern

- Developed original concepts for influencer marketing campaigns for Statusphere's social channels.
- Create monthly, analytical, social media reports to identify the strong and weak points that will help us improve.
- Identified trends specific for Gen Z and millennials to implement onto Twitter & Instagram.
- Built a content calendar to keep structure on Instagram and executed daily posting.
- Developed enticing branding material for marketing events.
- Monitored analytics and increased Instagram following by 200 followers in one week.
- Studied competitors to ensure Statusphere's Instagram is the best for Influencer Marketing.

## Social Media & Graphic Design Intern

### *Web Solutions of America*

Orlando, FL | Aug. 2019 - Dec. 2019

- Build social networks for four specific clients' businesses.
- Designed paid advertisements for Facebook, Instagram, and Banner Ads.
- Utilize MailChimp to produce & publish monthly newsletters highlighting the values of my client.

## Marketing Intern

### *InBIA, International Business Innovation Association*

Orlando, FL | Jun. 2018 - Dec. 2018

- Utilized lead gen using Salesforce & research to reach the best demographic for events.
- Updated social media platforms and Created the monthly newsletter through MailChimp.
- Communicated with clients to guarantee their social media presence.

## Business Development and Public Relations Intern

### *Pivot Business Consulting*

Orlando, FL | Jun. 2018 - Dec. 2018

- Curated a weekly newsletter, through MailChimp.
- Created weeks of social media posts in advance to ensure quality content and met deadlines.
- Developed blog posts with content revolving around the client's values.

## Digital Marketing Intern

### *Second Harvest Food Bank of Central Florida*

Orlando, FL | Jan. 2018 - May. 2018

- Created graphics for social media accounts such as Instagram and Facebook.
- Monitored analytics with social media team to identify viable ideas.
- Developed and curated blog posts and content.

**THANK YOU FOR YOUR TIME!**

**MY SEPHORA IDEAS**

**ADDITIONAL EXPERIENCE**

Resident Assistance, UCF

Marketing Chair, UCF Area Council

Gymnastics Coach, Front Desk