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SKILLS

- Digital Marketing
- Visual Design
- Content Strategy
- Team Leadership
- Analytics
- Brand Development

EDUCATION

**BACHELOR OF ARTS IN GRAPHIC DESIGN,
DIGITAL ARTS COLLEGE, 2015**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Achieved a 70% increase in social media followers through targeted visual campaigns.
- Recognized for excellence in digital content creation at the Digital Marketing Awards.
- Successfully led a project that improved website user experience, resulting in higher conversion rates.

Michael Anderson

DIGITAL BRAND VISUAL MANAGER

Innovative Brand Visual Manager with a strong foundation in digital marketing and visual design, dedicated to enhancing brand perception through strategic visual communication. Expertise in creating compelling visual content that engages audiences and supports broader marketing objectives. Proven ability to lead creative teams in the development of high-quality visual assets across various media.

EXPERIENCE

DIGITAL BRAND VISUAL MANAGER

NextGen Marketing

2016 - Present

- Developed digital branding strategies that enhanced online visibility and engagement.
- Managed the production of high-quality visual content for social media platforms.
- Collaborated with marketing teams to create integrated campaigns that drove brand awareness.
- Analyzed web traffic and engagement metrics to refine visual content strategies.
- Oversaw the design of promotional materials for digital advertising initiatives.
- Trained team members on emerging design trends and digital marketing practices.

VISUAL CONTENT CREATOR

Creative Digital Agency

2014 - 2016

- Assisted in the development of visual content for online marketing campaigns.
- Conducted A/B testing on visual assets to optimize performance.
- Supported the execution of email marketing campaigns with visually appealing designs.
- Maintained consistency in visual branding across all digital touchpoints.
- Collaborated with cross-functional teams to ensure alignment with marketing objectives.
- Provided feedback on design concepts to enhance overall visual quality.