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To Whom It May Concern,

I have 10+ years of graphic design experience and social media marketing. My expertise includes in-depth content creation, graphic design, photography, video editing, social media reporting/analytics, Adobe Creative Suite, copywriting (social media platforms), online brand building, expanding digital footprint, project management, managing social media accounts, scheduling and publishing social media content, curating content and developing my creative abilities, managing outsourced workers, front-end website development, e-commerce, product development, and leadership.

Through my social media and digital marketing efforts, I have driven further investments to the firms I have worked for, brought new information and new clients, and maintained a portfolio for the company.

I was responsible for managing three brands as their Social Media Designer. One of the brands I worked for was a wellness and self-care brand. I maintained the operative duties to keep the brand afloat, from social media marketing to D2C and B2B sales and continuous brand development. My other responsibilities include project management, event planning, trade shows, social media optimization, and curation, implementing new content strategies, product development/evolving, customer service, fulfillment, and managing influencer relations.

All content I made for our company and brands included filling and production, design, copywriting, and publishing. These efforts helped support Allure Labs, Ladykind, and DermaQuest, managing over \$100 million in assets. With this content, they were vital in public and investor relations.

My unconventional yet qualified experience makes me the ideal candidate for this position. On top of my Bachelor's degree in graphic design, I am also completing the Google Ads Certification, and I'm an avid learner on Skillshare.com.

In-depth knowledge of:

Adobe Illustrator CC, Adobe Photoshop CC, Adobe Lightroom, Adobe InDesign, Adobe Premiere Pro, WordPress, Google Suite, Microsoft Office, Constant Contact, MailChimp, MailerLite, Monday.com, Trello, E-Clincher, Later, Planoly, Canva, Dropbox, Instagram Ads, Google Analytics, Event Management, Trade shows, Keynote, Meta Business Suite, Airtable, Slack, Notion, Shopify, Skeeper/Octoly

Thank you,
Tawni Perry