



Hannah Kristine

Graphic Designer

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OBJECTIVE

A Creative aspiring to work in the digital content creation industry. Using creativity as a means to solve real world problems.

EXPERIENCE

JUN 2021 - OCT 2022 | UAE

Bath Spa University Academic Centre RAK
Digital Media Executive

- Researching and applying the latest design trends for monthly artwork curation and post copywriting for several social media accounts.
- Curations of media assets such as company profile, branding, etc.
- Manning internal and external events - technical support, media coverage.
- Assessing organic and paid social media metrics to optimize posts/ads performance.
- Boosting audience engagement by 60%, which increased client leads and conversion. Rising student admissions significantly.
- Researching and ideation of creative marketing ideas to improve social media relevance resulting in multiplying social media followers on Instagram by 945% and 228% likes on Facebook.
- Executing corporate and lifestyle shoots for internal and commercial use of the university.
- Establishing a strong brand identity by redesigning outdated corporate marketing materials.
- Designing and coding the university website.

SKILLS

ADOBE SUITE

Illustrator, Photoshop, Lightroom, Premiere Pro, After Effects, Indesign

WEB

HTML, CSS, Figma Wireframing

MICROSOFT OFFICE SUITE

Word, Powerpoint, Excel

EDUCATION

Future Training Services Centre
UKEB L4 Creative Computing

Future Training Services Centre
UKEB IFS | International Foundation Studies

REFERENCES

Dr Nino Decenorio, PhD
Senior Vice President
Bath Spa University, Academic Centre RAK

Sharina Manaog, MBA
Editor | Stratgeist, Medical Channel Asia