

MAYA SALMAN

Aspiring Account Planner with 7 years of experience in leadership
Strategy-focused Advertising student looking for an agency to grow with

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WORK EXPERIENCE

SOCIAL MANAGER/ DESIGN INTERN

Ashford Media Group

Chicago, IL June 2022 - Present

- Raised social media engagement by 617% in 1 month
- Created and executed multiple comprehensive social content calendars
- Various design and graphic duties
- Meets with clients to help execute new social strategies

HEAD CREATIVE MARKETING INTERN

Livin' For Media United Creations

Detroit, MI Jan - Sept 2021

- Strategized new business goals with the marketing team to increase efficiency in overall marketing campaigns
- Drafted marketing strategies, campaigns and promotions
- Created and continually updated the social media content calendar

FREELANCE GRAPHIC DESIGNER

August 2019 - Present

- Design digital packaging social media postings, and illustrate custom pieces for clients.

SKILLS AND ABILITIES

- Creating with Adobe Photoshop, Illustrator, After Effects, and Premier
- Using social media monitoring platforms (Buzzsumo, Keyhole, Sprout Social, Mention, Mintel, and Simmons Insights) to improve and increase efficiency for marketing and sales objectives
- Qualtrics survey creation and analytics

EDUCATION

COLUMBIA COLLEGE CHICAGO

Chicago, IL Sept 2020 - Present

Expected Graduation: May 2024

Cumulative GPA 4.0

- Advertising Strategist Major
- Social Media & Digital Strategies Minor

COLLEGE FOR CREATIVE STUDIES

Detroit, MI Dec 2018 - May 2020

Graphic Design Dual Enrollment Student

DIGITAL MEDIA ACADEMY

UC San Diego, CA Summer 2018

- Certifications in Graphic Design and Photography

COMMUNITY SERVICE

MICHIGAN ANIMAL RESCUE LEAGUE

Pontiac, MI April 2020 - Present

Volunteer

BINGHAM FARMS ELEMENTARY AFTERCARE PROGRAM

Bingham Farms, MI Oct 2018 - March 2020

Volunteer counselor

ACADEMIC LEADERSHIP

- President of Columbia College Chicago Advertising Club, 2020 - Present
- President of Groves National Art Honors Society, 2018 - 2020
- President of Groves Women's Empowerment Club, 2019 - 2020