**ABOUT ME**

Confident communicator, high achieving creative seeking to develop my career through roles providing higher level of responsibility and challenging tasks.

**AREAS OF EXPERTISE**

[2018 Adobe Creative](https://issuu.com/tanakaparayiwa/docs/portfolio) Suite ● Photo and video editting ● SEO ● Display Ads ● Communication and time management ● Web Analytics ● Social Media Marketing ● Facebook advertising

**PROFESSIONAL EXPERIENCE**

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| BLACK CORRELATION, Canberra (eCommerce store) | 2017 – current |

***Co-Founder and Creative Director***

As a creative director I developed, guided and embedded brand expression through highly engaged channels and content formats. By leading the implementation of comprehensive social media strategies (<https://blackcorrelation.com>)

* Use Facebook insights and Google analytics to grow engagement and to improve results
* Grew Instagram following to over 5,000 followers in a year by engaging with the community, building an industry network, and curating/distinguishing valuable content
* Creat content for all social media platforms
* Developed and implemented social strategies in coordination with all stakeholders.

Tress haven, Brisbane (Hair salon) 2018 - current

***Digital marketing manager (freelance)***

Currently helping a family owned hair salon with all aspects of their digital foot print from social media to their website.

* Developed and launched website.
* Trained internal stakeholders how to manage social account for best ROI.
* Launched all of the companies' social media accounts and created a distinct brand voice.

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| **PROFESSIONAL CERTIFICATIONS**  Social Media Certification  **Authority:** HubSpot Academy  **Learning outcomes:** This certification course covers social media strategy, social listening and moderating, social content, extending reach, digital advertising, measuring ROI, and more.  The Fundamentals of Digital Marketing Certification  **Authority:** GOOGLE DIGITAL GARAGE  **Learning outcomes:** Strong understanding inGoogle Analytics, SEO/SEM, Social Media marketing, AdWords, display ads, email marketing, social media management and fundamentals on digital data.  Google Analytics certificate  **Authority:** GOOGLE Academy  **Learning outcomes:** Managing SEO, AdWords and monitoring analytics for ROI. | 2018        2018        2018 | |
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**EDUCATION**

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| Bachelor of Arts in Architecture, University of canberra | 2014-2017 |
| HIGHLIGHT COURSEWORK – Design Studio 3.2 (Architecture) |  |

**Outcomes:**

* Design Thinking Skills: Ability to raise clear and precise questions, use abstract ideas to interpret information, consider diverse points of view, reach well-reasoned conclusions, and test alternative outcomes against relevant criteria and standards.
* Professional Communication Skills: Ability to write and speak effectively and use representational media appropriate for both within the profession and with the general public.
* Create original visual designs that exhibit a distinctive, unique personal voice (using the entire Adobe suite)

**ADDITIONAL EXPERIENCE**

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| Nike: Clearance Store Canberra (sales ADVISOR) | 2016 – 2017 |

**Responsibilities:** Carrying out sales tasks to supervisor satisfaction, effective teamwork, organisational skills, accurate stock knowledge, effective customer communication

**Achievements:** positively noted multiple times through customer feedback surveys

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| H&M (sales ADVISOR) | 2017– 2018 |

**Responsibilities:** Carrying out sales tasks to supervisor satisfaction, effective teamwork, organisational skills, accurate stock knowledge, effective customer communication

**Achievements**: Completed all assigned tasks to supervisor and customer satisfaction