

Damian Petrov

Resume

Experience

Sr. Marketing & Design Manager / Monash University

July 2019 — December 2022

- Designed and executed national social media strategy across all company platforms including LinkedIn, Twitter, Facebook and Instagram.
- Developed automated reporting in Google Sheets on social media KPIs for leadership and created easily glanceable dashboards for internal teams.
- Worked with stakeholders to optimise the content calendar and leveraged data to understand what worked on each platform to improve engagement.

Marketing & Design Manager / Monash University

July 2018 — July 2019

- Worked with multiple stakeholders to design marketing materials including video and static assets, which directly improved social media performance.
- Developed brand design standards for static and motion assets which improved brand consistency and clarity of messaging across all teams.
- Creative direction of a video production team to create engaging video material.

Junior Designer / Alter

July 2017 — January 2018

- Ideation and execution of various branding projects for multiple clients including Icon, Hella Good, Cohen Leigh, CBCO and many more.
- Directed photo shoots and developed motion graphic content for social media campaigns on YouTube, Instagram & Facebook.
- Created various deliverables for clients including websites, brochures, banners, billboards, flyers and other promotional collateral.
- Adapted designs according to client feedback while ensuring deadlines are met without compromising on quality control standards.

Freelancer / Self employed

March 2016 — Present

- Brand design and development for multiple e-commerce clients including Seed & Sprout, Choose You, Monash University, Biker Co and many more.
- Social media management and marketing consulting

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Education

Bachelor of Communication Design — Monash University

Full Stack Developer Bootcamp — Coder Academy

Foundation HTML, CSS + Javascript — SuperHi

Foundation iOS (SwiftUI) — CWC

Skills

Platforms

- Instagram
- Facebook
- Twitter
- TV and radio
- LinkedIn
- TikTok
- Youtube
- Live streaming

Concepts

- SEO
- Paid advertising
- Data analytics
- Market research
- User personas

Programs

- Google Analytics
- Google Docs
- Google Sheets
- Adobe CC Suite
- Office Suite
- Hootsuite

References

Details available upon request

Gene Bawden — Head of Design at Monash University

Lowan Sist — Executive Officer at Monash Uni (MSA)

Lisa Dilanyan — Digital Coordinator at Melbourne Uni

Lindsay Cheek — Studio Manager at Alter