

Moegamat Deen Ludski – Multimedia Designer

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WORK EXPERIENCE

The Cape of Goodhope SPCA

Digital Marketer

Grassy Park, Cape Town

January 2021 - present

- Designing social media posts for over 50 campaigns using the Adobe Suite while collaborating with various departments and assessing the reach and engagement of each campaign using the built-in analytic tools of each social media platform.
- Designing printed artwork for the company, including lightbox posters, window branding, banner flags, banner walls and other minor branding projects using Adobe Illustrator and Photoshop. These designs remain on display. Designed T-shirts and other merchandise for campaigns which was worn by athletes running to raise funds for the SPCA.
- Managing social media platform community responses using a community management system (Agorapulse), promptly replying to up to 200 messages every day. Prompt and helpful responses have led to many animal lives being saved and queries being resolved.
- Managing the company's online store in collaboration with the SPCA vetshop. Using WooCommerce and WordPress, I implemented design changes, and product information changes actioned several campaigns/sales, exported sale reports and monitoring analytics using the Google Analytics tool. Generated over R60 000 in revenue since launch over 1 year.

Heeger Designs

Junior Multimedia Designer

Kenilworth, Cape Town

July 2018 – December 2020

- Assisted senior designer with photography setup and editing of images taken using photoshop. Edited images appeared in a local magazine.
- Assisted senior designer with logo designs using photoshop and illustrator.
- Managed and liaise with clients both locally and internationally and designed personal websites using WordPress.
- Designed a large number of social media content for local companies and NGOs using illustrator and photoshop. Developed a social media strategy and digitally edited images in the image library of companies to align with the theme established.

EDUCATION

Cape Peninsula University of Technology

National Diploma in ITC Multimedia Design

2016 - 2020

- Multimedia Design, Multimedia Technology, Multimedia Practice, Application Development, Project Management, Communication Networks, Artificial Intelligence

SKILLS & INTEREST

- **Adobe:** Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition
- **Graphic Design:** Brand Design, Print Design, Photography & Videography
- **Websites:** HTML & CSS, WordPress & WooCommerce
- **Marketing:** Community Management, Agorapulse, Google Analytics, Mailchimp, Copywriting
- **Interests:** Gaming, Technology, Religious Studies, Camping, Weaponry, Animals, Basketball

REFERENCES

References will be supplied upon request.