

Kamélia Marchand Vaudrin

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EXPERIENCE

Digital Marketer & Graphic Designer – Orlando, Florida

Freelance

June 2018 – Present

- Set up and optimize client's LinkedIn, Facebook, Instagram, and Twitter accounts to create awareness and increase engagement.
- Design the UI/UX of client's website with the sales funnel in mind including basic wire-framing and brand construction
- Ghostwrite blogs and create search engine optimization (SEO) friendly content
- Lead brand development campaigns for clients, including business card creation, social media banner, icons, and sample posts
- Create logos that are best suited for the client's industry
- Edit content of a novel to make it more accessible to its audience
- Make print-ready content in InDesign, including covers, graphics, & table of contents
- Built, and mobilized an HTML5 & CSS website from scratch for my personal portfolio

Digital Marketing Assistant - Bellingham, Washington

Rosie Colored Keystrokes

June 2017 – September 2017

- Coordinated meetings, and oversaw company scheduling
- Collaborated on a \$100,000 Public Relations proposal for an account
- Lead cursory meetings with clients and formulated digital marketing strategies
- Wrote, proofread and edited blogs for recurring clients
- Managed client's social media accounts by creating posts and unique graphics daily
- Walked clients through branding techniques to increase customer awareness

SKILLS

Design

Adobe Creative Suite Photoshop Illustrator InDesign Adobe XD Graphics Logos UI/UX
HTML5 & CSS Websites Adobe Acrobat

Marketing

Branding Marketing Plans Social Media Marketing Search Engine Optimization (SEO)
Copywriting Editing Articles Business Cards

Other

Microsoft Office (PowerPoint, Excel, Word) Spanish French
Photography

EDUCATION

Western Washington University – Bellingham, Washington

2016-2018

Business administration w/ concentration in Marketing **Cumulative GPA: 3.2**

South Puget Sound Community College (SPSCC) – Olympia, Washington

2013-2015

Associates in Arts - AA

Cumulative GPA: 3.9

President's list (1) | Vice President's list (3)