

Aysha Samrin

Multimedia Design Specialist & Strategist

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www.ayshasamrin.com

A multimedia design specialist with a focus on strategically combining visual creativity with digital insights to deliver results. Areas of focus include illustration, branding, digital marketing and content strategy.

PROFESSIONAL EXPERIENCE

Designer

Autoclubs International
Jun 2016 -

- Boosted online sales by 47% within an 18-month period by introducing new designs.
- Managed the production and delivery of creatives for digital campaigns of 5+ sub-brands.

Visual Content Creator

Freelance
2013 -

- Artwork published by Mango Books, a children's imprint from DC Books, Kerala and Crimson Cloak Publishing, Missouri.
- Client portfolio includes Sprinkles Gelato, Meta-Culture, Magic Crate and Citizen Demos.

VOLUNTEER EXPERIENCE

Digital Marketing & Design Support

YMCA Fairthorne Group
Sep 2015 - Feb 2016

Designer

Hampshire & Isle of Wight Air Ambulance
Apr 2015 - Apr 2016

EDUCATION

MSc. Digital Design

Southampton Solent University
2018 (expected)

BA (Hons) Illustration [First Class]

Southampton Solent University
2016

CERTIFICATIONS

Google Analytics IQ, 2018

Google Adwords Search Certification, 2018

Bing Ads Accredited Professional, 2018

Hubspot Inbound Certified, 2018

STRENGTHS & SKILLS

Proficient in Adobe Creative Suite

Strong research & analytical skills

Excellent organisational, time and project management skills