

# Bianka Black

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## WORK EXPERIENCE

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### Limmer Education

Kennebunk, Maine

#### *Creative Marketing Specialist / Graphic Designer*

Sep 2021 - Present

- Designed, scheduled, and published engaging content on seven different social media platforms, including Instagram, Facebook, Twitter, LinkedIn, and TikTok, resulting in increased followers, engagement, and brand awareness.
- Developed and executed email marketing campaigns from concept to launch, resulting in increased open and click-through rates.
- Produced engaging video content, resulting in increased engagement and view rates on social media and website.
- Created eye-catching graphics and visuals for marketing collateral, such as blog articles, presentations, and product sheets, resulting in increased engagement and shares.
- Developed and maintained editorial calendars and content plans, ensuring consistent messaging and branding across all channels.
- Monitored and reported on marketing campaign performance and KPIs, using analytics and reporting tools to identify areas for improvement and optimization.

### Nutrabolt (C4 Energy, Cellucor, XTEND)

Austin, TX

#### *Freelance Graphic Designer*

Feb 2022 – Jul 2024

- Designed visually engaging and effective email campaigns, including layout, typography, and imagery, resulting in improved engagement and conversion rates.
- Created visually appealing web banners and digital ads optimized for various platforms, including social media, search engines, and websites.
- Collaborated with marketing, development, and other teams to ensure designs aligned with brand strategy and technical requirements.
- Managed multiple projects simultaneously from ideation to delivery, ensuring on-time and on-budget delivery.

### Transact Commercial Interiors

Phoenix, AZ

#### *Marketing Coordinator*

Apr 2021 - Sep 2021

- Created marketing materials, assisted with client presentations, organized events, and supported digital campaigns, resulting in improved client engagement, brand awareness, and lead generation.

## TECHNICAL SKILLS

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- Proficient in Adobe Creative Suite: Illustrator, Photoshop, Premiere, and After Effects
- Skilled in crafting impactful marketing collateral across digital and physical channels that highlight the value of a product or service.
- Expert in developing and adhering to established brand guidelines, ensuring consistency and alignment.
- Experienced in email marketing campaign design and execution, creating visually appealing layouts that enhance audience engagement and segmenting and targeting audiences to optimize open and click-through rates.
- Proficient in project management with Asana, effectively delegating tasks, managing timelines, and facilitating team communication to ensure timely and successful project completion.

## EDUCATION

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### Arizona State University

*BA - Arts, Media, & Engineering*

Tempe, AZ

May 2019