



# Umi Wimberly

## Multimedia Artist

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### About Me

Multimedia Artist with a keen eye for innovative design and a proven track record in enhancing brand identity through engaging content. Proficient in Adobe Creative Suite and digital marketing, leveraging skills to drive social media engagement and improve user interaction. Passionate about crafting compelling visuals that align with industry trends and client objectives, aiming to continue expanding creative boundaries in diverse multimedia projects.

### Work Experience

#### Social Media Marketing and Production/Design Intern

##### - Mr. Rooter Plumbing

July 2024 - Present

- Creates and manages social media sites using Rallio and Soci
- Photographs and record events and on-site jobs for content
- Edits photos with Adobe Lightroom to post on social media
- Edits video content using TikTok and Adobe Premiere to post on social media
- Creates content calendars and schedules posts
- Designs social media posts, flyers, thank you cards, marketing deliverables, and campaigns using Canva and Adobe software

#### Graphic Designer - Survivor Advocacy and Feminist

##### Education Center

August 2024 - June 2025

- Created logos, flyers, stickers, and other marketing materials, which increased tabling interaction by 10%.
- Enhanced brand visibility by creating compelling marketing materials, leading to increased tabling interaction and heightened community engagement by 20%.
- Evaluated design trends to inform graphic choices, ensuring that materials resonated with target audiences and strengthened brand identity.
- Redesigned marketing collateral based on client feedback, resulting in more effective communication of objectives and improved client satisfaction.

### Education

#### BA Journalism and Media Communication

Colorado State University

2022 - 2025

Graduated Cum Laude

Emphasis on communications and design

### Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere
- Adobe Lightroom
- Adobe InDesign
- Figma
- Digital Marketing
- Illustration
- Copywriting
- Multimedia Content Production
- Effective Communicator
- Collaboration
- Ambitious
- Detail-Oriented

### Certifications

#### Hootsuite Platform

Hootsuite - February 2024

#### Social Media Marketing Certification

Hubspot - June 2025