



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 standards and client objectives, aiming to continue expanding creative boundaries in diverse multimedia projects.

Work Experience

Mr. Rooter Plumbing

● Digital Content Coordinator

October 2025 - Present

- Continues responsibilities of internship as a full-time employee
- Creates and manages email marketing materials, contributing to 10% of revenue
- Take head shots and write bios for Google Business and website

● Social Media Marketing and Production/Design Intern

July 2025 - October 2025

- Created and managed social media accounts using Rallio and Soci, maintaining a 10% engagement rate and increasing SEO by 27%
- Went on-site to jobs and events to photograph and record content
- Edited photo and video content for social media use
- Created monthly content calendars and scheduled posts, keeping a consistent flow of content on all channels
- Designed social media posts, flyers, business cards, marketing deliverables, and campaigns with Canva and Adobe software

Survivor Advocacy and Feminist Education Center

Graphic Designer

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