



# 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.
- Updates Google Business pages and websites to ensure continued alignment with brand voice and offers.

##### ● Social Media Marketing and Production/Design Intern July 2025 - October 2025

- Created and managed social media accounts through scheduling apps, maintaining a 10% engagement rate.
- Edited photo and video content for social media use, making content more engaging and increasing views.
- Created monthly content calendars and scheduled posts, keeping a consistent flow of content on all channels.
- Designed social media posts, flyers, business cards, and ad campaigns, which increased SEO by 27%.

#### 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 heightened community engagement.
- 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
- Social Media Management
- Multimedia Content Production
- Effective Communicator
- Ambitious
- Detail-Oriented

### Certifications

#### Hootsuite Platform

Hootsuite - February 2024

#### Social Media Marketing Certification

Hubspot - June 2025