



# 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 design, 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

#### Judge and Jury Records

##### Creative Intern

###### February 2026 - Present

- Assists with motion graphics, including creating Apple Motion animations using After Effects.
- Designs graphics for social media, digital campaigns, merch, and artist assets.
- Edits short and long form video content for promos, visualizers, and lyric videos.
- Prep assets for multiple platforms (YouTube, Instagram, TikTok).
- Helps with creative concepts and visual research.
- Supports active releases with a quick turnaround for creative assets.

##### Mr. Rooter Plumbing

###### Digital Content Coordinator

###### October 2025 - April 2026

- Continued responsibilities of internship as a full-time employee.
- Created and managed email marketing materials, resulting in over \$24,000 in revenue.
- Updated 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%.

### 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