

SIMEIDI MORFIN

+1 (832) 935-9695 | simeidi@outlook.com | Katy, TX 77449 | [LinkedIn](#)

Digital Marketing & Branding Designer with 2+ years of experience creating campaigns, branded content, and digital experiences for university departments and small-business clients. Proven ability to drive measurable audience growth, including a 166.7% increase in accounts reached and a 17.36% engagement rate exceeding industry benchmarks. Skilled in translating business goals into multi-platform strategy, visual identity, and UX design.

EDUCATION

Bachelor of Science in Digital Media

University of Houston • Houston, Texas

May 2026

CERTIFICATIONS

HubSpot Digital Marketing Certificate | HubSpot Academy

HubSpot Social Media Marketing Certificate | HubSpot Academy

PROFESSIONAL EXPERIENCE

Department Marketing Strategist | University of Houston IST Dept. | Sugar Land, TX Jan – May 2026

- Developed and executed a student recruitment marketing strategy across web, social media, and campaign assets.
- Grew the department's LinkedIn following from 129 to 235 followers (+82%) within 3 months of the semester while supporting goals of 5% monthly LinkedIn follower growth.
- Supported website redesign and SEO initiatives focused on increasing visibility and student engagement.
- Directed and produced faculty interviews and promotional shoots
- Developed and executed multi-platform communications campaigns across web and social channels with KPIs developed as part of a semester-long campaign.

Freelance Digital Marketing Strategist & Branding Designer

Hair Now Salon • Sugar Land, TX • Feb – May 2026

- Grew the salon's Instagram reach by 166.7%, reaching 544+ accounts over 60 days, the highest growth for an account that had been stagnant for years.
- Generated 2,800+ impressions with 49%+ coming from non-followers, demonstrating strong audience expansion beyond existing clientele.
- Achieved a 2–3% average post engagement rate (with standout posts hitting 5–6%)
- Designed a monochromatic blue brand palette and content system that maintained the salon's 25-year brand identity while modernizing its digital presence.
- Designed a website prototype with a landing page and contact/booking flow to transition the business to a tech-driven, hands-free client booking model.
- Developed and executed a multi-channel campaign combining Instagram content and printed flyers with a phone CTA, building the foundation for sustainable brand growth.

NailsxEidith • Katy, TX • Aug – Nov 2025

- Drove 1,607 total post and reel views with a +98.1% increase and a 49.3% reaching non-followers, expanding the brand's audience beyond its existing customer base.
- Achieved a 17.36% engagement rate, exceeding the industry average for similar profiles by 9.36%.
- Grew the client base from 2 monthly clients to 8; 3 new clients were acquired directly through Instagram, including referrals from DM outreach.

Angeles Landscaping • Katy, TX • Jun 2024

- Developed a complete visual identity, including logo design, branded mockups on cards and uniforms, improving overall professional appearance and brand clarity.

Negrete's Ice Cream • San Fernando, CA • Oct 2023

- Designed branded promotional graphics and print-ready materials for a mobile business, strengthening visual consistency across customer-facing touchpoints.

CORE COMPETENCIES

Digital Marketing Strategy • Social Media Marketing & Analytics • Content Strategy & Workflow • Campaign Planning • Brand Identity & Visual Design • UX Design & Prototyping • Audience Research • Multi-Platform Marketing

TECHNICAL SKILLS

Design & Production: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Animate) • Figma • Canva

Marketing Platforms: Meta Business Suite • HubSpot • XMPie Circle • Instagram Analytics • TikTok Analytics • Google Analytics • Microsoft Office Suite