Simeidi Morfin

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PROFESSIONAL EXPERIENCE

Department Marketing Strategist | University of Houston, IST Dept. Aug 2025 – May 2026

Sugar Land, TX

- Developed and executed a student recruitment campaign across web, social, and print, developing KPIs, producing assets, and reporting campaign results to department leadership.
- Increased the department's LinkedIn following by 82% during the two semesters.
- Coordinated and produced faculty interview videos and promotional photography, overseeing creative development.
- Contributed to a website redesign and SEO initiatives focused on improving search visibility and prospective-student engagement.

Social Media Manager and Graphic Designer |Hair Now Fine Salon Jan – June 2026

Sugar Land, TX

- Managed Instagram and Facebook for a local salon and increased reach and visibility by 166.7%.
- Developed a monochromatic visual identity and repeatable content system that modernized the salon's visual presence while preserving its 25-year identity.
- Designed a website prototype featuring a landing page and booking flow to support the transition from phone-only scheduling.
- Executed a multi-channel campaign pairing Instagram content with printed marketing materials.

Marketing Strategist & Brand Designer | NailsXEdith July –Dec 2025

Katy, TX

- Managed an Instagram and TikTok account by setting up a content calendar, editing and posting videos and images with the intention of increasing clientele.
- Increased the client base by acquiring clients directly through Instagram content and DM outreach.
- Created a logo and brand identity to improve consistency across multiple media channels.

Brand Designer | Angeles Landscaping June –Dec 2024

Katy, TX

- Built a complete visual identity (logo, business cards, and branded uniform mockups) for a local contractor with no prior branding.

Brand and Graphic Designer |Negrete's Ice Cream Oct 2023 - Jan 2024

San Fernando, CA

- Designed promotional graphics and print-ready materials for a mobile business.

New Millennium | Private Security Associates Jun 2026 – Present

Katy, TX

- Coordinate delivery routes across Houston, San Antonio, and Austin to support efficient daily operations.
- Manage loading and unloading of cash and deposits while following established security procedures.
- Maintain accurate transaction records and delivery paperwork documenting cash distributions and deposits received.

Household Manager & Private Nanny | Private Family 2016 – Present

Katy, TX

- Managed household operations, schedules, and appointments for three kids, along with extra needs required for a long-term private family while completing a full-time degree and freelance marketing work.

EDUCATION & CERTIFICATIONS

B.S. in Digital Media | University of Houston *GPA 3.82* May 2026

HubSpot Digital Marketing Certificate • HubSpot Social Media Marketing Certificate — HubSpot Academy

SKILLS

Marketing: Campaign Strategy & Planning • Social Media Strategy & Analytics • Content Strategy • Content Calendars • Copywriting • Brand Identity • Audience Research • SEO • Email Marketing (HubSpot) • KPI Tracking & Reporting

Design & Production: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom) • Figma • Canva • UX prototyping • Photo & video direction • Microsoft Office

Platforms: Meta Business Suite • HubSpot • Google Analytics • Instagram & TikTok Analytics • XMPie Circle • Hootsuite