

# Cover Letter

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<http://www.fiturlife.com/index.php/multimedia/>

## Maryam Ashrafi

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With 4+ years of experience in Interactive Multimedia Design and Digital Marketing, I am a confident and hardworking individual looking to gain experience. I am writing to obtain a position at Digital Media Coordinator moreover, am deeply interested in developing a solid relationship with this establishment.

I studied in Bachelor of Interactive multimedia design at the University of Kuala Lumpur, and am a last semester student in a postgraduation degree in George Brown College in Digital Media Marketing Canada.

My experience with art and design began at the art Education Center in Malaysia, working as a teacher who educated young students about art and its history. Here, I connected with students and gained different perspectives, improving my group interactions and communicating more professionally. After working at Cinematography Institute and three-dimensional characters company for television advertisements, I trained in editing and 3D design tasks with Edius, Final cut pro, Adobe Premiere, and 3Dmax. Moreover, working one-on-one with one of the best-known threedimensional artists of Iran gave me the ability and inspiration to complete any task.

Working as a digital marketing consultant and multimedia designer in Malaysia (Kuala Lumpur) for Dr. Majoon coffee shop, Sweden (Gothenburg) for 400-sec art festivals, Iran (Tehran) for International school and fitness club could inspire me that can create and design:

- The social media campaigns to increase their impression and engagement.
- Create every three months' marketing strategies and make a report for each month.
- Create an effective keyword SEO and write a reportage advertising for SEO.
- I tracked and analyzed their social media and their business competitors in social media.
- I also have my active social media with good reach.
- Social media analysis.

I am skilled with WordPress, 3D max, Final cut pro, Adobe Photoshop, Adobe Illustrator, and Adobe premiere due to my multimedia design background. Also, I have been certified in Adobe Photoshop 2016.

I have attached my resume further to illustrate my experience, skills, and academic background. I would be so glad if I had the chance to have an interview with you. I look forward to hearing from you.

Sincerely,

Maryam

# Resume

Maryam\_ashrafi26@yahoo.com

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## Maryam Ashrafi

### HIGHLIGHTS OF QUALIFICATIONS

- Over four years of experience in multimedia design and two years as a digital marketing specialist. Highly knowledgeable in making a campaign, competitor analysis, and social media.
- Professional in UI design and skilled in Adobe Photoshop, Illustrator, Premiere, Indesign, 3Dmax, Final Cut Pro, Microsoft Word, Excel, Powerpoint, and Word Press.

### Education

#### Digital Media Marketing – Postgraduate Certificate 2022

George Brown College

#### Interactive Multimedia Design – Bachelors degree 2016

University of Kuala Lumpur

### Experience

#### Digital Marketing consultant – Multimedia designer

*Nikoo International School      Tehran, Iran      January 2020 – January 2021*

- Social media management, marketing counseling, competitors' analysis, and campaign for a special event or dates.
- Design billboards, manage publishing time with institutions for the street, design social media posts, edit short videos and motion graphics.

#### Multimedia designer

*400-Seconds Art Festival      Gothenburg, Sweden      November 2020 – August 2021*

- Social media management, Design social media posts, and editing videos.



### **Graphic Designer (Project)**

*Oxygen fitness club      Tehran, Iran*

*May 2019 – September 2019*

- Design brochures, billboards, catalogs, social media posts, the content of websites.

### **Advertising Consultant – Multimedia designer**

*Arsam Pishro Company Tehran, Iran*

*March 2019 – March 2020*

- Social media management, marketing counseling, design ads for social media.

### **Multimedia designer**

*Arsheh Kar Company      Tehran, Iran*

*January 2017 – January 2019*

- UI Designer.

### **Digital Marketer and Graphic Designer (Project)**

*Dr. Majoon Café*

*Kuala Lumpur Malaysia*

*Agust 2016 – February 2017*

- Design and digital painting for walls, design menu, social media ads.

### **Multimedia designer and Production assistant**

*3D printer( Pasargad Aryan)*

*Tehran, Iran*

*October 2015 – July 2016*

- 3D character design.

### **Multimedia designer and Production assistant(project)**

*Green Art & Cultural (Nasl-E- Andishe Sabz)*

*Tehran, Iran*

*April 2016 – July 2016*

- 3D character design for short and long animation in Iran.

### **Video Editor training and assistant**

*Haft Rooban Sefid Cinematography*

*Tehran, Iran*

*January 2015 – May 2015*

- Video editors and assistants for Iranian series. Syncing videos with voices.

### **Teacher of Art Pre-University**

*Samin Education Center*

*Kuala Lumpur-Malaysia*

*October 2012 – January 2013*

- Teaching two courses for pre-university students about the art and history of European art.
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