## **Cover Letter**

## Maryam\_ashrafi26@yahoo.com

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# Maryam Ashrafi



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 compony 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.
- Crate 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 analaysis.

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 – Bachelores degree 2016
University of KualaLumpur

#### **Experience**

#### Digital Marketing consultant – Multimedia designer

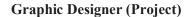
Nikoo International School Tehran, Iran January 2020 –January 2021

- 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.



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

KualaLumpur 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.