

PROFESSIONAL SUMMARY

With a strong foundation in healthcare marketing, I bring extensive experience as a visual designer adept at crafting impactful materials such as su product renderings, and a diverse array of digital and print designs. A collaborative team player with over 7 years of experience, I bring a creative approach to visual design, ensuring the delivery of high-quality and visually compelling projects.

SKILLS

- 3D Product Rendering
- Print Design
- Packaging Designs
- Digital Design
- Marketing Strategy
- Social Media Management
- Website Management
- Email Marketing
- Healthcare Marketing
- Surgical Guides
- Content Management
- UI Design
- Web Development
- Google Analytics
- Adobe Creative Suite
- 3D Modeling and Animation

EMPLOYMENT HISTORY

- FEB, 2024 - PRESENT

SR. CREATIVE LEAD, Biovotec LLC and Total Ancillary

Lead creative, branding, and marketing execution across Total Ancillary and affiliated brands.

Design product packaging, sales collateral, presentations, digital campaigns, videos, and 3D product visuals.

Develop and manage company websites, landing pages, product pages, and digital experiences.

Built a centralized sales-representative portal for collateral ordering, sales resources, and brand-kit requests.

Developed AI-powered sales assistants and product knowledge tools to support training and product education.

Created automated workflows connecting website forms, internal databases, CRM processes, and team notifications.

Translated complex healthcare and product information into clear, visually engaging sales and educational content.

Established practical AI and automation initiatives to improve marketing, onboarding, and internal workflows.

Collaborate with leadership, sales, and operations to maintain brand consistency and support company growth.
- AUG, 2021 - FEB, 2024

MARKETING COMMUNICATION COORDINATOR, CTL Amedica

Produced digital and print materials, including surgical technique guides, 3D product renderings, product AR, animations, booth designs, promotional videos, sterilization tray designs and product packaging designs.

Managed social media and email marketing campaigns and paid/SMS ads for targeted outreach.

Oversaw social media platforms, driving engagement and online presence.

Oversaw and maintained the company website, ensuring the latest information, and leveraged Google Analytics to assess website performance and visitor insights.

Developed and executed marketing strategies for medical products and events.

Demonstrated proficiency in leveraging AI tools and platforms for past marketing and promotional activities, resulting in heightened brand visibility and increased engagement.

Ensured the accuracy of final print materials through effective communication with printing vendors.

Overseen and managed a content management platform for the sales team, overseeing its implementation from onboarding to continuous training.
- SEP, 2020 - JUL, 2021

GRAPHIC DESIGNER AND ECOMMERCE SPECIALIST, Eshi Utopia

Created and promoted healthcare marketing materials on social media.

Developed and maintained a content calendar to schedule marketing initiatives.

Utilized Google Analytics, Shopify, and social media analytics tools to monitor web traffic and user engagement.

Managed all online store operations, including administrative tasks, order processing, inventory management, and marketing emails.
- JUN, 2018 - OCT, 2020

RETAIL MARKETER, Hudson Group

Overseen inventory management, financial transactions, and customer service operations.

Maintained comprehensive records of sales data, expenditure, and employee performance evaluations.

Monitored product inventory levels, optimized product displays, and ensured overall brand presentation.
- JAN, 2018 - JUN, 2018

DIRECT MARKETING REPRESENTATIVE, Charity Advertising and Marketing Partners

Represented the organization at community events, meetings, and conferences to promote company goals, solicit donations, and seek sponsorships.

Effectively communicated the organization's mission and vision to potential donors.

Identify and target potential donors and sponsors through market research and analysis to maximize fundraising efforts.
- AUG, 2012 - MAR, 2016

GRAPHIC DESIGNER AND IT SUPPORT, Habesha Weekly Promotions

Produced engaging digital content for websites, social media platforms, and designed effective print materials for promotional campaigns.

Installed and configured computer systems, providing comprehensive IT support for hardware and software

troubleshooting.

Developed and implemented an inclusive IT security strategy, providing training to ensure compliance and efficient resource utilization.

EDUCATION

UI Design, California Institute of the Arts

Digital Marketing Certificate, University of Illinois at Urbana-Champaign, IL

Bachelor of Computer Science, Addis Ababa University