

# Vaisakh Johnson

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## PORTFOLIO

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### SUMMARY

Digital Media Manager with four years of experience creating, developing, and executing digital marketing strategies. Proven graphic design, web design, and content development skills. I'm applying for the role of Graphic Designer so that I may use my skills in multimedia design, photo editing, and animation to create compelling content.

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### EXPERIENCE

#### Digital Media Manager

Mash-Pie

August 2023 - November 2023, Sheffield, United Kingdom

- Developed captivating posters, motion posters, and videos to promote DJ programs and student events.
- Collaborated with event organizers to understand the unique aspects of each program and tailor digital media accordingly.
- Utilized creative software to produce visually stunning and impactful content that resonates with the student audience.
- Ensured brand consistency across all digital media, aligning with the university's visual identity.
- Managed the entire digital media creation process, from concept to delivery, meeting tight deadlines.

#### Skills:

- Proficient in digital media software, including Adobe Creative Suite and other relevant tools.
- Strong portfolio showcasing a range of digital content for DJ programs and student events.
- Excellent communication skills to effectively collaborate with event organizers and convey program nuances through digital media.
- Ability to adapt to the dynamic nature of student events and DJ programs.

#### Graphic Designer

Freelance for Sheffield Hallam University Societies

December 2021 - November 2023, Sheffield, United Kingdom

- Collaborated seamlessly with the Society team to conceptualize and design promotional materials for a diverse range of events.
- Produced visually striking graphics for event marketing, encompassing posters, social media content, and digital assets.
- Maintained strict adherence to Sheffield Hallam University's visual identity, ensuring brand consistency across all designs.
- Worked closely with event organizers to capture and convey the unique essence of each project.
- Delivered designs punctually, contributing to the overall success and impact of numerous Society events.

#### Skills:

- Proficient in industry-standard graphic design software, including Adobe Creative Suite.
- Showcase of a robust portfolio highlighting diverse event marketing materials.
- Excellent communication skills to comprehend and address the distinctive design needs of each event.
- Ability to work both independently and collaboratively, adapting to the dynamics of university event shifts.

#### Store Manager

Premier

October 2021 - November 2023, Sheffield, United Kingdom

- Successfully managed stock levels, implementing timely replenishment strategies to meet customer demand.
- Oversaw day-to-day operations, ensuring a well-organized and efficient store environment.
- Conducted regular inventory checks to optimize stock levels and minimize shortages.
- Implemented effective shift schedules, maximizing team productivity and ensuring smooth operations.
- Collaborated with the team to achieve sales targets and provide excellent customer service.
- Monitored and maintained store cleanliness and presentation standards.

#### Skills:

- Strong inventory management skills, ensuring adequate stock levels.
- Effective leadership and team management abilities.
- Proven experience in implementing and optimizing shift schedules.
- Detail-oriented with a focus on maintaining a well-organized store environment.

## Creative Designer

### Indian Infrastructure Magazine

November 2019 -August 2021, Delhi, India

- Conceptualized and designed compelling magazine covers, effectively capturing the essence of each publication.
- Developed visually striking Max posters that garnered attention and communicated key messages.
- Designed engaging pamphlets, aligning with brand identity and effectively conveying information to the target audience.
- Collaborated with cross-functional teams, ensuring designs met or exceeded project expectations.
- Stayed updated on design trends, incorporating innovative and creative elements into projects.
- Maintained brand consistency across all marketing materials and platforms.

#### Skills:

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), Canva, Figma.
- Strong portfolio showcasing a diverse range of design projects.
- Excellent communication and collaboration skills.
- Ability to thrive in a fast-paced environment and adapt to changing priorities.

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## PROJECTS

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### Project Title: Music Expo - Instant Melody Discovery

#### Overview:

Experience the future of music exploration with Music Expo. Scan any song, anywhere, and dive into a world of instant playback through our seamlessly integrated music player. Elevate your audio adventure with Music Expo's smart, swift, and shareable music scanning solution.

Link: [https://drive.google.com/drive/folders/1HZdPZ4xu9MtFHGN3qCVMV28Tp-qYAzcI?usp=drive\\_link](https://drive.google.com/drive/folders/1HZdPZ4xu9MtFHGN3qCVMV28Tp-qYAzcI?usp=drive_link)

### Project Title: Charlie's Chocolate Festival - Sweet Bliss Unveiled

#### Overview:

Indulge in a cocoa-infused wonderland at Charlie's Chocolate Festival. Immerse yourself in sweet sensations with our intuitive chocolate discovery solution.

Link: [https://drive.google.com/drive/folders/1Afqv1G9SIXFuvKJw-Et5tXcbNF282LFH?usp=drive\\_link](https://drive.google.com/drive/folders/1Afqv1G9SIXFuvKJw-Et5tXcbNF282LFH?usp=drive_link)

### Project Title: FIND US - Smart Price Explorer

#### Overview:

Navigate your new city with ease using StudentSaver, the ultimate app for student savings. Compare grocery, food, and taxi prices effortlessly, ensuring a budget-friendly relocation experience. Embrace financial savvy with StudentSaver's intuitive price comparison solution.

Project Title: StudentSaver - Smart Price Explorer  
Link: [https://drive.google.com/drive/folders/1dVpZc8c1jiquEnAuMdXwzUApNwi3Uge\\_?usp=drive\\_link](https://drive.google.com/drive/folders/1dVpZc8c1jiquEnAuMdXwzUApNwi3Uge_?usp=drive_link)

### Project Title: LINK IT - Grocery Optimizer

#### Overview:

Streamline your shopping experience with LINK IT. Compare grocery prices effortlessly and discover the optimum price list, guiding you to the best shops with detailed addresses. Simplify your grocery shopping with LINK IT, your go-to app for smart and efficient price comparisons.

Link: [https://drive.google.com/drive/folders/1lZQwGgd48uCoI4uQQXva6iZRWI0jL6cK?usp=drive\\_link](https://drive.google.com/drive/folders/1lZQwGgd48uCoI4uQQXva6iZRWI0jL6cK?usp=drive_link)

### Project Title: WHYTE & MACKAY - Whisky Revitalization

#### Overview:

Embrace a modern twist on tradition with WHYTE & MACKAY's Whisky Revitalization. Our visual upgrade and captivating storytelling showcase the rich heritage and top-notch quality of our whiskies. Engage with us on social media for exclusive content, explore limited-edition releases, and join local tastings for a personalized whisky journey. Elevate your whisky experience with WHYTE & MACKAY's renewed spirit – where tradition meets innovation.

Link: [https://drive.google.com/drive/folders/1jhPqY2GTBFuRndhTTTKuw0Noql580gB7?usp=drive\\_link](https://drive.google.com/drive/folders/1jhPqY2GTBFuRndhTTTKuw0Noql580gB7?usp=drive_link)

### Project Title: WINGS GIS - Complete Brand Elevation

#### Overview:

I take pride in presenting the comprehensive transformation of WINGS GIS, crafting everything from the logo to all-encompassing marketing materials. Each element, meticulously designed, reflects the essence and vision of WINGS GIS. From the logo's symbolism to the synergy of marketing collateral, every detail contributes to a cohesive and impactful brand identity. WINGS GIS now stands as a testament to seamless visual integration, capturing the essence of innovation and precision.

Link: [https://drive.google.com/drive/folders/10-5gX7FIUxKAcAHLveTx31FE96iMuUWK?usp=drive\\_link](https://drive.google.com/drive/folders/10-5gX7FIUxKAcAHLveTx31FE96iMuUWK?usp=drive_link)

## EDUCATION

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### MA Digital Media Management

Sheffield Hallam University • Sheffield, United Kingdom • 2022

### Visual Media Management

St. Thomas’ College • Thrissur, Kerala, India • 2018

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## CERTIFICATIONS

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### Project Management Cretification

LinkedIn • 2023

Having successfully completed the Project Management Certification by LinkedIn, I've honed crucial skills in organizational strategy, planning, and execution. This certification has proven particularly beneficial in my role within digital media marketing, allowing me to seamlessly integrate project management principles into campaign workflows. It has enhanced my ability to coordinate tasks efficiently, ensuring timely and effective delivery of digital marketing projects. The insights gained from this certification have been instrumental in elevating my strategic approach and contributing to the overall success of digital media campaigns.

### Sales Force Associate Certification

Trailhead • 2023

This certification serves as a testament to my proficiency in Salesforce, a crucial tool in the realm of digital media marketing. Through this certification, I have honed skills that directly contribute to effective customer relationship management, data analytics, and strategic decision-making in the digital marketing landscape. The knowledge gained is instrumental in optimizing digital marketing campaigns, enhancing user engagement, and leveraging data-driven insights for impactful results. It reinforces my commitment to staying at the forefront of technology and applying it strategically in the dynamic field of digital media marketing.

### Google Analytics Certification

Google • 2023

Possessing the Google Analytics Certification underscores my proficiency in harnessing powerful analytical tools crucial for success in digital media marketing. This certification not only validates my ability to interpret and analyze data but also highlights my strategic approach to leveraging insights for optimizing online campaigns. From tracking user behavior to refining marketing strategies, this certification empowers me to make informed decisions that enhance the effectiveness of digital media initiatives. It showcases my commitment to utilizing cutting-edge tools to drive results and stay at the forefront of the ever-evolving landscape of digital marketing.

### Generative Ai Certification

Microsoft and LinkedIn • 2023

This certification in Generative AI from LinkedIn and Microsoft represents my commitment to exploring innovative technologies and their applications within the realm of digital media marketing. Acquiring proficiency in Generative AI enhances my ability to create dynamic and personalized content, opening new avenues for creativity in marketing campaigns. From generating compelling visuals to crafting unique and engaging narratives, this certification equips me with the skills to leverage AI in enhancing the overall impact and creativity of digital media initiatives. It reflects my dedication to staying ahead in the rapidly evolving digital landscape and harnessing emerging technologies to elevate the effectiveness of marketing strategies.

### Digital Marketing Certification

HubSpot • 2023

The Digital Marketing Certification from HubSpot serves as a cornerstone in my expertise in digital media marketing. This certification not only validates my comprehensive understanding of digital marketing strategies but also underscores my proficiency in leveraging various channels to enhance brand visibility and engagement. Covering areas such as content marketing, social media strategy, and inbound marketing, the certification equips me with a diverse skill set crucial for navigating the dynamic landscape of digital media. It reflects my commitment to employing industry-best practices, data-driven insights, and innovative approaches to deliver impactful results in the ever-evolving field of digital marketing.

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## SKILLS

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**Digital and Creative Marketing:** Adept in digital and creative marketing, I bring a dynamic blend of strategic thinking and innovative flair to the table. Proficient in leveraging digital platforms, I craft compelling campaigns that captivate audiences and drive engagement. From conceptualizing creative content to implementing data-driven strategies, my skills ensure a holistic approach to modern marketing, enhancing brand visibility and fostering meaningful connections in the digital landscape.

**Graphic Designing:** Graphic designing is crucial for digital marketing as it visually communicates brand messages, enhances user engagement, and establishes a strong online presence, ultimately driving effective communication and connection with the target audience.

**Motion Graphics:** Motion graphics are invaluable in digital marketing as they bring static content to life, capturing attention and conveying complex messages in a dynamic and engaging way, thereby increasing audience retention and enhancing overall brand impact.

**Social Media Management:** Proficiency in managing and optimizing social media platforms to enhance brand presence and engagement. Video Editing: Basic video editing skills for creating and editing marketing videos.

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