

RESUME

GRAPHIC DESIGNER

  @RENEEBIGTIME

Award-winning creative professional with extensive experience in brand communication, social media management, and graphic design. Adobe Certified Professional in Photoshop, Illustrator, and InDesign, with expertise in elevating brand visibility through captivating visual storytelling. Skilled in content creation, campaign management, and digital marketing, with a strong ability to blend creativity and strategy to drive engagement. Currently pursuing a Microsoft Azure Fundamentals (AZ-900) certification to expand technical proficiency.



RENÉE BHAGWANDEEN

SKILLS

Design Skills:

- Producing creative concepts & visual storytelling
- Color theory, typography, and visual hierarchy
- Web and UI design best practices
- UX design and usability testing
- Responsive and accessible web design
- Print-ready and professional-quality design
- Branding and campaign management
- Photoshop, Illustrator, InDesign, Premiere Pro

Technical Skills:

- HTML and CSS proficiency
- Content management systems WordPress
- SEO and analytics for digital marketing
- File organization for design projects

Soft Skills:

- Public speaking & presentation skills
- Strategic planning and project management
- Client and stakeholder communication
- Social media branding & influencer marketing
- Team collaboration leadership
- leadership

EDUCATION

- Bachelor's Degree in Graphic Design (In Progress)
- Southern New Hampshire University
- Associate's Degree in Graphic Design
- Sessions College for Professional Design
- Associate's Degree in Marketing and Hospitality
- Disney College Program
- Associate's Degree in Marketing Management
- Miami Dade College

CERTIFICATIONS

- Adobe Certified Professional (Photoshop, Illustrator, InDesign, Premiere Pro)
- Microsoft Azure Fundamentals (AZ-900) Certification (In Progress)

AWARDS

- Adobe Certified Professional (2023)
- Recognized for excellence in visual design and creative storytelling across multimedia platforms.

PROFESSIONAL EXPERIENCE

BRAND DIRECTOR - RIO HAIR | MIAMI, FL - JANUARY 2023 – DECEMBER 2023

- Directed creative projects, photoshoots, and in-store advertisements, ensuring brand consistency.
- Developed and executed social media branding strategies, boosting visibility and customer engagement.
- Organized pop-up shops and influencer collaborations, increasing brand reach and revenue.

CONTENT CREATOR - INSTAGRAM | REMOTE - FEBRUARY 2011 – PRESENT

- Crafted diverse content blending user-generated narratives with professional branding.
- Designed branded assets to enhance aesthetic and engagement across platforms.

SOCIAL MEDIA DIRECTOR - SOLETIE SHOE SHOP | REMOTE - MARCH 2020 – OCTOBER 2023

- Executed impactful social media campaigns, significantly improving online presence.
- Designed promotional graphics and materials tailored to target demographics.

MARKETING /BRAND STRATEGIST - MODELSMAFIA.COM | MIAMI, FL - FEB, 2016 – SEPT, 2020

- Led branding for global campaigns, driving traffic and monetization through social media.
- Managed influencer partnerships and audience engagement strategies.

SOCIAL MEDIA MANAGER - SHANNON BRIGGS PERSONAL BRAND | REMOTE - FEB 2013 – SEPT 2018

- Developed and executed campaigns to increase engagement and monetization.
- Coordinated content schedules and ensured brand consistency.