





IMANI DUMAS

CONTACT

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-  Orlando, FL

EDUCATION

University Central Florida
Master of Arts
Animation Production
and Visual Effects
2019 - Present

Bowling Green State University
Bachelor of Arts
3 Dimensional Studies
2012 - 2016

TECHNOLOGY

Adobe After Effects
Adobe Aero
Adobe Character Animator
Adobe Dimension
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Harmony Toon Boom
Maya
HootSuite
Sked Social
Google Ads
Google Analytics
Microsoft Suite

ABOUT ME

I am a concept designer with over 5 years of experience that specializes in digital marketing, video production and UX design. Currently, I am completing a Master of Arts degree in Emerging Media: Animation and Visual Effects.

EXPERIENCE

MARKETING COORDINATOR, September, 2019 - Present
Cryos International, Orlando, Florida

- Produce video and audio advertisements for Facebook, Instagram, Google Ads, and Spotify.
- Conduct results-based advertising with A/B testing through paid platforms.
- Create advertisements for *Orlando Weekly*, *Gay Parent Magazine*, and *Watermark Orlando*.
- Schedule marketing automation campaigns for email and social media.
- Design graphics for B2B and B2C digital and print brochures.
- Manage website and blog through Content Management System.

CREATIVE DIRECTOR, June, 2016 - August, 2019
Healthy Planet Press, Cape Coral, Florida

- Illustrate seven picture books for children available on Amazon.
- Create and publish layouts for books and digital applications.
- Write and storyboard content for video and web-based programming.
- Manage a team of artists and animators.

UX/UI DESIGNER, January, 2018 - May, 2020
Hauthous, Detroit, Michigan

- Create digital art magazine and website content structure.
- Implement an advertising program for the website design.
- Design and implement website prototypes for sponsored influencers.
- Produce video and audio for success stories.

SALES REPRESENTATIVE, April, 2015 - May, 2017
First Financial Insurance, Carleton, Michigan

- Licensed in the sales of life insurance with the State of Michigan.
- Sell life insurance and renewal policies.
- Maintain client relationships.