

# IMANI DUMAS

## CONTACT

📞 248.953.1804



## EDUCATION

University Central Florida  
Master of Arts, Advertising  
and Emerging Media  
2019 - 2021

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

## TECHNOLOGY

Adobe After Effects  
Adobe Aero  
Adobe Character Animator  
Adobe Dreamweaver  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Premiere Pro  
Autodesk Maya  
Cinema 4D  
Google Ads  
Google Analytics  
Harmony Toon Boom  
HootSuite  
InRiver  
MailChimp  
Microsoft Suite  
Raven Tools  
SEM Rush  
Sked Social  
Survey Monkey

## ABOUT

Imani is a life long artist with over 5 years of experience specializing in content creation, digital marketing, video production and UX design. Imani has a masters degree in advertising and emerging media from the University of Central Florida and plans to pursue a PhD in business administration. She is a self motivated leader who takes pride in her work ethic and concept creation skills.

## EXPERIENCE

MARKETING SPECIALIST, September 2019 - Present

Cryos International - Orlando, FL | Gainesville, FL | Raleigh, NC | Aarhus, Denmark

- Create augmented reality and QR advertising through 3D modeling and image recognition using Autodesk Maya, Cinema 4D and Adobe Aero.
- Composite live action and motion graphics for all social media platforms with addition of YouTube and Google Ads.
- Design digital and print advertisements for B2B, B2C, donor recruitment events and local magazines.
- Implement strategies for marketing automation campaigns utilizing email marketing platforms and SMS text.
- Strategize and produce video marketing campaigns through script writing and recruitment of location and talent.

CREATIVE DIRECTOR & ILLUSTRATOR, June 2016 - August 2019

Healthy Planet Press - Cape Coral, Florida

- Attended live events for promotional opportunities.
- Created storyboards and character layout for animation and books.
- Communicated with PR representatives for press releases.
- Filled and submitted awards, grants and reviews.
- Illustrated 14 books for print production.
- Implemented search engine optimized web based content.
- Managed a team of artists and animators through talent recruitment.
- Wrote scripts for commercials and opening theme of television series.

UX DESIGNER, January, 2017 - May 2019

Hauthous International Art Magazine - Detroit, Michigan

- Designed and implement UX design concepts on a monthly basis.
- Implemented DIV structure for monthly subscription advertising program.
- Increased mailing subscriber list by 10,000 viewers in 6 months.
- Managed website content structure using HTML and JavaScript.
- Recorded and produced video and audio content for YouTube and social.