

GCINIWE SIMELANE

Portfolio: www.gciniwesimelane.com

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Raleigh, North Carolina

EDUCATION

Methodist University | BFA in Graphic Design | May 2024

- **Relevant coursework:** Social and Interactive Media, Design Production (proficient in Adobe Creative Suite), Typography I & II, Drawing I & II.
- **Certificates:** Hootsuite Social Media Marketing Certification, Hootsuite Platform Certification, Foundations UX Design Google certificate, HTML & CSS

WORK EXPERIENCE

Marketing Manager | Logan's Garden Shop | February 2025 - Present

- Boosted reach by 272.9% in 3 months by revamping social media strategy, focusing on reels and local partnerships/collaborations.
- Increased event sales by 23% by collaborating with local content creators to create social media content to market departmental sales and annual clearance sale
- Ran A/B tests on in-store signage, decreasing customer complaints, improving price perception and improving customer experience through optimized design and messaging
- Developed and delivered creative assets for POS campaigns, advertisements, and new products in-house using HP DesignJet Z6; cutting asset turnaround time.

Designer | New Target, inc | August 2023 - July 2024

- Animated custom motion graphics for brand refresh and used Lottie to implement on Wordpress site with Elementor.
- Utilized Figma to create scalable components, layouts, and comprehensive design systems in coordination with Creative Director and Development Team
- Developed engaging visuals for client digital advertising campaigns (Meta Ads, Google Display), websites, email marketing and presentations.

Graphic Design Intern | The Trevor Project | May 2023 - July 2023

- Designed assets for internal use, including Google Meet backgrounds, displaying appropriate meeting information for executive members of staff.
- Created various logo lockups to be used with external partners and vendors, aimed towards fundraising and sponsorship.
- Designed brand pattern and ideated new illustration concepts as part of the brand refresh.

Graphic Design and Social Media Assistant | Methodist University | January 2021 - May 2023

- Grew Instagram following by 12% by creating a cohesive brand and style guide for all alumni social media platforms.
- Boosted engagement by 50% by compiling data set based on top 5 competitor's social media accounts
- Created print materials for the university (banners, brochures, invitations, office stationary, mailings etc).

SKILLS AND SOFTWARES

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Mailchimp, Microsoft Office, G-Suite, Figma, Asana, Frame, HTML and CSS, Canva, Creatopy, Lottie, Elementor, Hootsuite, HP Design Jet Z6, UX/UI principles, responsive layouts, typography