

CAMI FERREOL

VISUAL DESIGNER • CREATIVE STRATEGIST • DIGITAL MARKETER
MNL, PH → BOS, MA



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EXPERIENCE

SENIOR CREATIVE STRATEGIST (2018 - PRESENT)

POLYPHONIC & CO. / DIGITAL MARKETING

- Worked directly with founders and executives of DTC companies like *Irene Neuwirth Jewelry*, *Ample Hills Creamery*, *Andre Assous Footwear*, *Loops Beauty*, etc.
- Managed brands' growth marketing strategy and creative assets across various channels, optimizing for customer acquisition, site traffic, purchases, and other conversion goals.
- Solely managed over \$150k+ in ad spend per month, achieving an average 3x return on ad spend.

WEB DESIGNER (2016 - 2018)

CLARK LABS / GEOSPATIAL SOFTWARE

- Led the full redesign and setup of the company's e-commerce website.
- Managed maintenance of site's front-end functionality, which included troubleshooting a range of issues on the back-end of the CMS and creating a variety of digital graphics as site content.

MARKETING INTERN (2017)

MORGAN STANLEY / FINANCIAL SERVICES

ARAMMU / MEDICAL RESEARCH

- Created company pitch decks for potential investors and sales decks for potential clients.
- Developed in-depth marketing segmentation plans.
- Designed a series of 20+ web wireframes and mockups for the official site.
- Reformatted printed marketing materials.

FREELANCE GRAPHIC DESIGNER (2015 ONWARDS)

- Used data analysis, research, and storytelling to build a brand's visual identity, digital graphics and print collateral.

EDUCATION

CLARK UNIVERSITY

M.S. Communication (2018),
4.12 GPA, Summa Cum Laude

B.A. Communications & Psychology (2017),
4.07 GPA, Summa Cum Laude

SKILLS

Brand Identity
Print Design
Logo Design
Web Design
Illustration
Wireframing
Video Editing
Data Analysis & Reporting

Growth Marketing (B2B & B2C)
Paid Social
CMS Management
Basic SEO / SEM
Audience Analysis & Personas
Client Management
Account Management

TOOLS

Photoshop
InDesign
Illustrator
Sketch
InVision
Final Cut Pro
HTML/CSS
Shopify
WordPress
WooCommerce
Wix

Google Analytics
Google Data Studio
Facebook Ads
Pinterest Ads
Twitter Ads
Google AdWords
LinkedIn Ads
Mailchimp
Klaviyo
Constant Contact
Drip