

Addison Sartino

Graphic Designer | Social Media Manager | Marketing Coordinator

Contact

913-375-6616 | addisonsartino@gmail.com

Work Experience

The Greeting Committee

Recording Artist

Creative Director | Social Media Manager | Marketing Strategist | 2014-Present

- Built all social media presence and content on multiple platforms from scratch to 60,000 followers and counting.
- Utilize social media analytical data and metrics to increase effectiveness in reach and engagement by over 100% through paid advertising.
- Edit and direct short form and long form video content for TikTok, Reels, YouTube shorts, music videos, and promotional assets.
- Up to date on relevant pop culture, internet trends, and hashtags to increase views and likes, bringing in Tik Tok content with over 300,000 likes and up to 2.8 million views.

Freelance

Graphic Designer | Video Editor | Merchandising | 2019-Present

- Use Photoshop, Illustrator, and InDesign to design wedding invitations, RSVP cards, cocktail menus, interactive welcome guides, and more for a wedding collective company.
- Design merchandise and physical promotional assets for various artists, venues, and companies.
- Screen wrote and edited short form videos for promotional use for a hospitality staffing company.

Art As Mentorship

Non-Profit for Mental Health Education through Songwriting

Marketing Director | Development Director | Social Media Strategist | 2020-2022

- Developed social media strategies to increase viewership and donors through contests, giveaways, and paid advertising, increasing accounts reached from 270 views to 25,000 views.
- Spearheaded fundraising by conceptualizing and implementing engaging social events, raising over \$100,000.
- Engaged in consistent onboarding of clients and donors, bringing in over 250 new patrons.
- Lead design and creative direction on the rebranding of the organization, including brand voice guidelines, website relaunch, and promotional social media posters and assets.
- Used later.com and UNUM to plan and post social media content.

Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Social Media Analytics, Digital Marketing, Email Marketing, Copywriting, Paid Advertising, Community Engagement, Video Editing, Photo Editing, Creative Direction

