

## RESUME

# shawn weerawardana

Multimedia Creative | Administrator | Lover of Dogs

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## PROFILE

A passionate creative with managerial experience, specifically in the healthcare administration field. With 5+ years of experience leading projects and operations across multiple businesses and brands. Seeking to use a solid understanding of creative ability, markets, and administrative processes, to tell the story of any business or brand.

## EDUCATION

### bachelor of science in marketing & management

La Sierra University 2016-2019

Summa Cum Laude

## co-owner

The 4182 Studios

08/2021 - Present

- Manage business finances
- Promote business in the community and acquire new clients
- Film/edit commercial, wedding, event, corporate, and non-profit photo and video etc.
- Work with clients to produce creative and engaging videos and photos from concept to finished product
- Train and supervise all independent contractors signed on to brand
- Maintain company website and social media account

## social media coordinator / coach

MG Fitness

11/2018 - 06/2019

- Produced content on a weekly basis for up-and-coming personal trainer
- Developed training programs from scratch for multiple clients, producing real results in a safe and reasonable time frame
- Managed all social media efforts on both Instagram and Facebook

## graphic designer

Antigenic Studio

02/2021 - Present

- Create innovative design packages to elevate and differentiate branding and marketing initiatives for multiple brands and businesses
- Consult with client and brand liaisons to determine marketing and design vision, scopes of work, budgets, and deliverable timeframes
- Produce all branded content for multiple brands and agencies using the full spectrum of the Adobe Creative Suite
- Implement full marketing campaigns from content creation to adjusting consumer analytics

## account director

Beyond Advertising

06/2016 - 03/2018

- Oversaw and managed various sales teams
- Conducted government compliance meetings
- Responsible for the hiring and on-boarding of new employees

## office manager / marketing lead

The Advanced Institute for Plastic Surgery

07/2019 - 02/2021

- Provided leadership and management to all staff and administration roles
- Coached and mentored all staff, fostering a team-oriented work environment
- Devised and deployed processes to boost long-term business success
- Implemented marketing strategies to increase awareness of "Bloom," the company's subsidiary brand

### Key Accomplishments

- Led the practice to a profitable year despite COVID-19 office closures by preparing and implementing necessary protocols, making sure there was no lapse in patient care
- Handled and audited hundreds of thousands of dollars on a monthly basis

## SKILLS

Adobe Creative Suite: Illustrator, Photoshop, Premier Pro, Lightroom, After Effects, InDesign | Graphic Design | Photography | Videography | Web Design | Brand Development | Management | MS Office | Team Building | A True Empath | Social Media Management and Marketing | Mac OS | Windows | iOS



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