

# SIMEGN COLLINS

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## EDUCATION

Slippery Rock University, Slippery Rock, PA Graduation: December 2024  
Bachelor of Science (B.S.) in Communication: Digital Media Production (Multimedia Emphasis)  
Minors: Graphic Design, Leadership | Certificate: Intercultural and Global Communication

## CAMPUS INVOLVEMENT

**Active Member:** Campus television station (WSRU-TV)  
**Active National Member:** Rock PRSSA

**Active Member:** Marketing Club  
**Active Member:** International Club

## WORK EXPERIENCE

### Digital Marketer: *Hybrid Storytellers LLC* | *Remote*

May 2024 – September 2024

- Strategically cultivated and managed diverse online communities across client social media platforms such as Instagram and Facebook, driving increased engagement by 50% and fostering brand loyalty.
- Conceptualized and designed 70+ graphics utilizing each clients brand style guide, reinforcing the brand's values through captivating visuals.
- Formulated written content strategies for 3 onsite photo and video shoots to capture high quality content for the client's website and social media.
- Assisted in business development opportunities for Hybrid Storytellers through a rebranding journey over the course of 4 months, to highlight the brand's values and credibility.

### Director of Media: *University Program Board* | *Slippery Rock University*

August 2023 – April 2024

- Produced promotional materials, including 7 event posters, 500+ event passes, and 50 media assets, ensuring consistent branding and messaging aligned with UPB's image.
- Led and mentored a team of 18-25 students in the UPB Media Committee, offering guidance and training in Adobe software, and task delegation.
- Cultivated a creative environment to plan and execute successful events such as the Wiz Khalifa concert.
- Managed a budget of over \$2,500 each term for media initiatives, optimizing resources to achieve impactful campaigns.

### Social Media Coordinator: *Office of SEL* | *Slippery Rock University*

August 2022 – May 2023

- Developed and curated engaging content, including 15 short form videos tailored for Instagram and TikTok, resulting in engagement over 9,000+ views and roughly 400 new followers.
- Crafted 60+ cohesive social media content for Instagram and Tik Tok with comprehensive captions, hashtags, and graphics to optimize posting schedule with a content calendar, considering engagement metrics.
- Managed day-to-day interactions with the online community, promptly responding to comments, messages, and mentions, fostering positive relationships and enhancing brand perception.

### Owner: *Maraki* | *Online Clothing Shop*

June 2021 – Present

- Strategically conceptualize and craft visually compelling brand designs, graphics, product production, and promotional content utilizing Adobe Illustrator and Procreate augmenting brand awareness.
- Produce relevant social media content tailored to the brand's target audience, resulting in 500+ unique monthly site visitors and 69% sale increase in one year.
- Cultivate strategic B2B relationships with vendors, negotiating favorable terms and costs, resulting in as high as 50% reduction in wholesale expenses, ensuring a consistent and cost-effective supply chain

## KEY SKILLS

- Software:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Figma, WIX, MS Outlook, Google applications
- Leadership:** Team Management, Self-Leadership, Change Management, Problem Solving, Task Delegation
- Creative:** Graphics, Campaign Development, Video Production, Photography, SEO tactics, Instagram, Tik-Tok
- Personal:** Communication, Organizational, Detail Oriented, Time Management, Active listening, Adaptability