



# MANISHA REKHI

**Illustrator/Graphic Designer**

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Use code to check out the selection of animated videos

## PERSONAL STATEMENT

I am an artistic, sociable, individual with over a year of experience working on various projects at university and independently to help strengthen my professional and innovative capabilities. Throughout my experience, I have increased engagement on a variety of social media platforms by producing daily content such as photography, illustrations, and animations, promoting brand awareness for start-up brands and companies. I decided to pursue a career in the creative industry because I can generate social awareness in a visual interpretation.

## INTERESTS



## KEY SKILLS & LANGUAGES

- Adobe Creative Suite (InDesign, Photoshop, Premiere Pro, After Effects, Illustrator, Lightroom)
- iMovie
- Canva
- Web design
- Photography
- Microsoft Office (Word, PowerPoint, Excel)
- English
- Google Suite

## CERTIFICATIONS

- Grow with Google - Applied Digital Skills- Build Your Online Business
- HTML Fundamentals course- SoloLearn
- The Fundamentals of Digital Marketing- Google Digital Garage
- Get Started with Product Design- Prince's Trust



## EMPLOYMENT HISTORY

**Voluntary Admin Assistant, Horizon Community Care, London, UK | June '23- Nov '23**

- Editing policies and procedures for the organisation.
- Assisting in making improvements of the logo design.
- Editing property snapshots.
- **Attending workshops to bring awareness for the organisation.**

**Graphic Designer, Go2Games/ Levels Learning x Runway Training, London, UK | Jan '23**

- Website administration: Collating data for website information.
- Communication with website manager about data requirements.
- Re-design of Go2Games logo for an esports global market.
- **Level 1 Award for Understanding and Demonstrating Enterprise Skills.**
- **Startup business plan and pitch innovative business idea.**

**Content Editor & Graphic Designer, Novi x Lab, London, UK** | Health and beauty company specialised in sustainable skincare | June '21 - Dec '21

- Conducted a competitors' analysis of 5 brands such as Drunk Elephant, Kylie beauty, and Fenty to evaluate their target demographic strategy and content layout.
- Numerous edited 15 photos which included the products gua sha, body lotion, and serum to persuade the target demographic to purchase the products.
- **Produced content for social media targeted at young females and males that uses daily health and beauty products in a form of, creating illustrations and vector images promoting the brand. As a result, to increase the engagement on Instagram by over 50%.**

**Digital Volunteer, Sweet 'Art, London, UK** | A non-profit organisation bringing awareness to minorities in the creative industries | Jan '21 - June '21

- Researched similar art organisations that have the best intentions for the artists and built a community through exhibitions and workshops.
- Produced content for the Patreon page such as wallpaper and prints to raise money for local exhibitions and interactive workshops.
- Drafted out social media posts, organised content for the blog using spreadsheets to increase engagement on the blog posts that have the least amount of traction.
- **Interviewed artists from different minorities about their endeavours as part of the blog to help display their artwork to a larger audience.**

**Customer Service Assistant, Creative Events, London, UK** | Nov '17 - June '18

- Interacted with customers behind the till.
- Served food and beverages for the customers.
- Assisted other colleagues at the venue.
- Stocked food and beverages.



## EDUCATION

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**Big Creative Education, VFX course, Aug '20 - Sept '20**

- Written a treatment on what the video is going to be about.
- Planned out the structure of the video using a storyboard.
- Edited twenty videos and stock footage using After Effects, Premiere Pro, and Photoshop.
- **Learned how to create visual effects using stock footage and 2D animation.**



**Big Creative Education, Social Media Marketing course, Jan '20 - Feb '20**

- Created content for social media platforms, i.e., Twitter, Instagram, and Facebook, to strategise a social media campaign.
- Designed logos, flyers, website.
- **Learned how to increase engagement on social media effectively.**

**Southampton Solent University, Sept '14 - Jul '17**

- BA (Hons) Illustration - 2.1



**Coulsdon College, Sept '12 - June '14**

- BTEC Level 3 Art and Design – MMM (equivalent to 3 B's)
- Functional Skills Maths and English – Passed

**Norbury Manor Business and Enterprise College, Sept '07 - July '12**

- BTEC 2010
- Level 2 Art and Design – MPP (equivalent to 2 C's and a B)
- Enterprise – Merit (equivalent to 3 B's)
- 5 GCSE's passed Maths and English



## REFERENCES

Available upon request