

# MANISHA REKHI



## Illustrator/Graphic Designer

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### PERSONAL STATEMENT

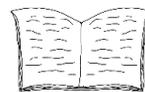
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I am an artistic, sociable, individual with over a year of experience working on various projects at university and independently to help strengthen my professional and innovative capabilities. Throughout my experience, I have increased engagement 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.

### KEY SKILLS & LANGUAGES

- Adobe Creative Suite   
(InDesign, Photoshop, Premiere Pro, After Effects, Illustrator)
- iMovie 
- Canva 
- Web design 
- Photography 
- Microsoft Office 
- English 
- Punjabi 
- French 

### INTERESTS



### CERTIFICATIONS

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- **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

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**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.
- Numerously 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.

**Musik Lemon, Social Media Creator, London, UK** | Music company that established upcoming artists on social media | **May '19 - Nov '19**

- Promoted the company on social media through music-related content.
- Written profiles on upcoming bands and artists on the website.
- Reviewed upcoming albums and music releases from the bands and or artists.
- **Increased engagement by producing daily content on social media, i.e., Facebook, Twitter, and Instagram.**

**Volunteer, London Design Biennale, Somerset House, London, UK** | **Sept '18**

- Aided the public by preventing harm to themselves and the installations.
- Assisted people around the exhibition.
- Communicated to people about their experience at the exhibition.
- **Had the opportunity to engage with the artists from different backgrounds and ask them the process behind their artwork.**

## 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 - Feb '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 GCSEs – passed Maths and English

## REFERENCES

Available upon request