

SHIMRU BIN USMAN

Creative Marketing Professional



PROFILE

Creative marketing practitioner with over 8 years of experience in digital content creation, graphic design, branding, marketing, and project management. Specializes in crafting visually appealing designs for print and digital media, proficient in Adobe Creative Suite, web management, and social media strategy. Skilled at managing multiple projects and collaborating effectively. Leverages solid marketing expertise to enhance creative skills in delivering on-brand, effective content. Committed to continuous learning and integrating new design trends and AI visual graphics technologies.

CONTACTS

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WORK EXPERIENCE

MARKETING MANAGER @ BMI INDIA

December 2022 to Present, Bangalore

BMI

- Design Skills
 - Expert in Adobe Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro with extensive experience in creating visually compelling graphics, photo manipulation, vector illustrations, and motion graphics.
 - Proficient in designing marketing collateral such as brochures, flyers, posters, billboards and manuals, ensuring print-readiness and maintaining brand consistency across all materials.
 - Experienced in creating and optimizing digital content for various platforms, including websites, social media, and email marketing campaigns.
 - Talent for crafting bespoke illustrations and iconography that enhances visual storytelling and engages target audiences.
 - Designed interactive elements and 3D simulations for exhibitions, trade shows, and magazine by using 3d modeling and 3d rendering tools like Cinema 4d.
- Branding and Identity
 - Deep expertise in managing cohesive brand identities, including logos, color palettes, typography, and visual guidelines that represent a company's essence and values.
 - Strong command of typography principles and colors to ensure optimal readability and a harmonious balance of type within designs.
 - Expanded social media presence through visually engaging content, boosting engagement by 400% using platforms like Instagram, Twitter, and LinkedIn.
 - Collaborated with the sales team to ensure cohesive branding and marketing efforts, providing them with visually appealing marketing materials.
- Project Management
 - Led the design and development of the company's website migration from WordPress to Contentful CMS, ensuring seamless user experience.

- Proven ability to manage design projects from initial concept through to completion, including scheduling, budgeting, and resource allocation.
- Developed and maintained a content calendar focused on fresh, engaging designs that align with marketing strategies.
- Research and Strategy
 - Conducting thorough research to understand market trends, competitors, and target audience needs, ensuring designs are both current and impactful.
 - Used data analytics to inform creative strategies and improve overall marketing performance.
 - Expertise in brainstorming and developing innovative concepts for campaigns and projects, ensuring a unique and effective design approach.
- Collaboration
 - Ability to train and collaborate with junior designers, fostering growth and development within the design team.
 - Built strong relationships with media houses, enhancing brand visibility through regular press coverage and feature articles.
- Technical and Marketing Alignment
 - Understanding of SEO principles and digital marketing strategies to ensure designs are aligned with broader marketing objectives.
 - Experience in designing for various platforms including desktop, mobile, and tablet, ensuring responsive and adaptive design solutions.
 - Skilled in content writing and copywriting, capable of crafting compelling write-ups, user manuals, case studies and technical manuals that ensure clear communication and enhance user understanding.
 - Designed and run compelling, visually content-rich email campaigns using HTML with tools like Mailchimp and Encharge.

ASSISTANT MARKETING MANAGER @ BMI INDIA

December 2017 - December 2022, Bangalore



- Managed and redesigned the company website using WordPress, handling all backend and frontend activities.
- Arranged photo competitions for the sales and technical team to collect photo assets used in marketing and designing.
- Conducted videography of completed roof sites with drones and edited the footage in Premiere Pro, optimizing it for various online advertisements.
- Conducted email marketing campaigns with visually rich content using Encharge, enhancing engagement and conversions.
- Introduced and implemented digital marketing strategies, significantly increasing qualified leads and boosting social media presence.
- Coordinated with agencies for TV commercials and advertising activities, ensuring alignment with brand guidelines and consistency.
- Utilized Google Analytics and Facebook Ads Manager to track and optimize ad performance, effectively targeting audiences.
- Efficiently managed time to handle multiple projects simultaneously without compromising on quality or deadlines.
- Designed and implemented innovative gifting coupons and sales schemes, successfully promoting sales among dealers and enhancing brand loyalty.

ASSISTANT MARKETING MANAGER @ TRIADA TECHNOLOGIES

April 2017 - November 2017, Bangalore



- Revamped the company's website, optimizing over 1000 images for web delivery and ensuring a structured layout.

- Provided a branding facelift, redesigning various brand elements and introducing comprehensive guidelines.
- Created targeted, content-rich email marketing campaigns.
- Organized and designed stalls for exhibitions across India, using 3D modeling for visual simulations.

MARKETING OFFICER @ MONIER ROOFING PVT LTD

May 2015 - April 2017, Bangalore

MONIER

- Developed corporate infographics and presentations for architect meetings.
- Designed product folders to aid the sales team in product demonstrations and customer communications.
- Managed branding and promotional activities, including corporate gifting and dealer meet planning.
- Collected lead details to measure the effectiveness of marketing activities, providing insights for strategic adjustments.



KEY SKILLS

DESIGN & CREATIVE TOOLS



Adobe
Illustrator



Adobe
Photoshop



Adobe
Indesign



Adobe
Premiere Pro



Adobe
After Effects



Microsoft
Office



Adobe
Acrobat Pro



Cinema 4d

PROJECT MANAGEMENT & CMS



Notion



Wrike



Wordpress
CMS



Contentful
CMS



Typo3
CMS

AI GRAPHICS



Stable
Diffusion



Leonardo
AI



Runway
ML



EDUCATION

Post Graduate Degree
MBA IN MARKETING
Bharathiar University, 2015

Under Graduate Degree
BSC BIOTECHNOLOGY
Bharathiar University, 2015