



MANIJA - pronunciation: Ma-nE-sha; meaning: Little mani; origin: Indian. MANI - pronunciation: Ma-nE; meaning:

I combine design thinking, creative vision, and an understanding of the user experience to achieve the perfect balance between business needs and technology. I see the big picture and I pay attention to the finest details to ensure measurable results.

PROFESSIONAL EXPERIENCE

The Carolinas Center for Medical Excellence | Web Services Coordinator

Sept. 2004 – Present | Cary, NC

- Lead designer for CCME’s websites and other digital and Web materials
• Design project-related and corporate marketing materials for both print and Web
• Provide expertise in building effective brand identities and strategies
• Create and execute email marketing programs to increase subscriber acquisition, retention, and evaluate effectiveness
• Determine creative direction for websites to ensure they meet the needs of CCME, its brand, and site users
• Work with IT to create and implement custom CMS sites
• Implement and monitor Google Analytics accounts for all CCME websites
• Conceive, execute, and monitor various Google Adwords campaigns and evaluate effectiveness
• Create and maintain CCME’s corporate presence on social media sites: Facebook, LinkedIn, and Twitter
• Assisted with planning production schedules and marketing plans
• Prepare files, technical specifications, and work with print vendors to ensure quality completion of projects

School of Communications Arts | Publishing & Marketing Coordinator

Sept. 2003 – Sept. 2004 | Raleigh, NC

- Created various marketing materials for the Admission Department
• Created, edited, and prepared copy and images for direct mail, collateral, and advertising for the school
• Designed and produced materials for activities supported by Professional Services

Hummingbird Creative Group | Graphic Designer

Nov. 2002 – June 2003 | Raleigh, NC

- Designed promotional materials for various clients
• Created brand identities: logos, stationery, and graphic standards
• Collaborated with creative director on marketing campaigns for national clients
• Gained experience working in a cross-platform environment (PC/Mac)

Hummingbird Creative Group | Graphic Design Intern

May 2002 – Sept. 2002 | Raleigh, NC

- Created advertisements, stationery, logos, and other print and Web collateral
• Acquired skills in project management
• Gained experience creating print-ready files for submission to print vendors

FREELANCE CLIENTS

CreatiVisibility

Graphic Designer
Sept. 2011 – present

Clinical-Insights, LLC

Graphic & Web Designer
Nov. 2010 – Oct. 2012

National Forum for Heart Disease & Stroke Prevention

Graphic Designer
Nov. 2007 – 2009

EDUCATION

University of Phoenix

BS, Marketing
Feb. 2011 – 2014 expected

School of Communication Arts AAS

Graduated Mar. 2003

School of Communication Arts Digital Media Diploma

Graduated Mar. 2003

University of North Carolina at Wilmington Psychology and Business

1999 – 2000

COMPUTER SKILLS

Adobe CS5:



Microsoft:



Google:



Other:



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MANI MEDINA - MARKHAM | Mar-k-ham; meaning: Homebody; origin: English.

The old Arab or non-European quarter of a North African town, a safe place; origin: Arabic. MARKHAM - pronunciation:

Jewel; origin: Sanskrit; meaning: Warrior's wife; origin: Indian; meaning: In Hindu myth this is the name of serpent. MEDINA - pronunciation: mu-dE'nu; meaning: