



Mark Anthony Yanit

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PROFILE

Versatile multimedia designer with experience in web and graphic design for various platforms like social media, web, video, and print. Proficient in photo and video editing, with skills in revamping and maintaining websites using WordPress, Wix, and basic programming languages. Committed to maintaining brand consistency and improving user experience with digital media.

EXPERIENCE

Multimedia Specialist | ecoSPEARS

Altamonte Springs, FL | **March 2023 - May 2024**

- Designed digital assets for social media, email campaigns, printed media, and presentations
- Captured high-quality photographs and videos for company events, products, and promotional materials
- Developed and enhanced the brand via conceptualizing, developing, producing, editing, and directing media production projects for content creation
- Revamped and maintained the brand's website, implementing multimedia content to enhance user experience and brand consistency; ensured timely updates and optimizations to reflect current company initiatives and promotions
- Organized and maintained media libraries ensuring easy access and retrieval for multimedia projects

EDUCATION

Bachelor of Arts in Digital Media, Web Design

University of Central Florida – Orlando, Florida

University of Guam – Barrigada, Guam

TOOLS & TECHNOLOGY

Adobe Creative Cloud

Photoshop, Illustrator, Premiere Pro, XD

Design/Editing Tools

Canva, Figma, Apple iMovie

Website Building Platforms

WordPress, Wix

Social Media/Email Management Tools

Facebook, Instagram, X/Twitter, LinkedIn

YouTube, Hootsuite, Mailchimp

Programming Languages

HTML, CSS, JavaScript, PHP

Microsoft Office

Word, Excel, Powerpoint, Teams

SKILLS

Graphic Design

Web Design & Development

User-Interface Design

Social Media Management

Photography

Videography

Photo Editing

Video Editing

Content Creation

Copywriting

Media Management