

James C. Karnib

305-450-3020 jamesckarnib@gmail.com

Education

Florida International University (FIU) Miami, FL

May 2019

Bachelors of Business Administration - Marketing

- Certificate in Social Media and E-Marketing Analytics

University of West Florida (UWF) Pensacola, FL

August 2020 – Present

Masters of Business Administration - General

Expected July 2022

Work Experience

University of Miami - Athletics, Miami, FL

January 2020 – Present

Graphic Designer

- Designing various Digital Marketing Assets (Promotional Graphics, Ticket Sales, etc.)
- Assisting in implementing the branding style of Hurricanes Athletics
- Assisted in the ideation and execution of creative social elements

TFC Marketing, Miami, FL

March 2019 – December 2019

Digital Designer

- Designing and Managing Digital Marketing Campaign elements including Landing Pages, Email Designs, Social Media images, and Web Banners
- Wireframe Concepts and assemble Design Prototypes for approval

Florida International University, Miami, FL

October 2017 – March 2019

*Housing and Residential Life Marketing/Graphic Design Student Assistant
(May 2018 – March 2019)*

- Designed and Implemented marketing materials for the housing department of FIU; including TV signage and Social Media Graphics

HR Relations Student Assistant (October 2017 – May 2018)

- Assisted in everyday operations as well as marketing/graphic design materials and tasks

Smartners Business Consulting Miami, FL

July 2016 – July 2017

Online Advertising Manager

- Constructing and Managing Keyword lists and Campaigns for Google AdWords involving on Average 3-6 monthly clients; to gain Web Traffic and Increase the client's sales
- Designed, and Implemented Online Display Ads through Google AdWords as well as report changes/analytics in every 1-Month period

Noel.Events Miami Beach, FL

February 2017 – May 2017

Digital Marketing Intern

- Planned, Proposed, and Executed a two 30-day Digital Marketing Campaigns using Facebook Ads, Google AdWords, and Affiliate Lead Generating Websites to gain Web Traffic/Revenue
- Assembled, Conducted, and Executed CRM Automation to help clients through a 5-step booking process as well as tracked the Company's sales process for better record keeping/tracking

Leadership/Organization Experience

American Marketing Association Chapter of Florida International University (AMA FIU) Miami, FL

August 2015 – May 2019

Co-President of AMA (Spring 2018 – Spring 2019)

- Served as Co-President of the largest business organization in FIU, overseeing over 120+ members and 6 different committees; utilizing my leadership, communication, and management skills to achieve Top 5 Chapter Status

Director/Executive Board Member of AMA (Spring 2017 – Spring 2018)

- Co-Directed the Roaring Concepts Agency of the American Marketing Association of FIU, while also overseeing over 50 Team Members and Project Managers to initiate Marketing Services for clients

Project Manager (Spring 2017)

- Designed Social Media Graphics as well as Conducted a Market Research Survey for the StartUpFIU Program in Florida International University

Marketing/Graphic Design Intern (Spring 2016 – Fall 2016)

- Assisted in redesigning a website as well as Social media pages with Graphics and Custom Icons, to showcase a more modern yet sleek look

Awards/Accolades/Honors

Florida Medallion Bright Futures Scholarship

August 2015 – May 2019

Top Project Manager: Roaring Concepts Agency of AMA FIU

Spring 2017

FIU Student Life Awards: Spirit Award

Spring 2018

Skills

Computer:

Fully Proficient in: Adobe Photoshop, Microsoft Word & PowerPoint, Social Media Management, Web Design, Prototyping

Intermediately Proficient in: Google Analytics, Adobe Illustrator, Hootsuite, OnlyPult, Google AdWords, Adobe Lightroom, Xibo, Adobe InDesign, Microsoft Excel

Moderately Proficient in: Wix, Squarespace

Basically Proficient in: WordPress, Qualtrics, Search Engine Optimization (SEO)

Language:

Fluent: English (Verbally and Written)

Moderately Fluent: Spanish (Verbally and Written)

Certifications

Industry Certified in:

Microsoft Word and PowerPoint

Adobe Photoshop, Illustrator, and InDesign

Google Digital Garage

Social Media:

<https://www.linkedin.com/in/jamesckarnib/>

<https://twitter.com/jamesckarnib>

<https://www.instagram.com/thecreativeguyjames/>

Portfolio:

<https://www.behance.net/jamesckarnib>

Website:

<https://www.jamesckarnib.com/>