



KYLE AARON JEEVANANTHAM

MULTIMEDIA DESIGNER

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👤 WHY ME?

I am an innovative and accomplished Senior Multimedia (Graphic & Web) Design professional with experience providing comprehensive coordination of all product development activities from research to market. With a technically strong background in web development, marketing strategy, and graphic design, I offer more than 9 years of expertise and visible leadership in the creative industry.



WORK EXPERIENCE

- 2017-Present
 - **GRAPHIC DESIGNER**
at Jumeirah Group 📍 Cluster Marketing, Burj Al Arab (Dubai)
Provide design collaterals (Logos, stationary designs, print and digital media) for campaigns rolled out across all properties locally as well as develop concepts and deliverables for upcoming marketing initiatives for the hotels and food & beverage outlets. Job responsibilities included overseeing monthly newsletters, assisting and developing with marketing concepts and executing media plans for major campaigns. I was also tasked with spearheading new concepts for menus and brands. Through my efforts I have managed to save the company over 200 000 AED in design projects based on current trending market related prices.
- 2016-2017
 - **MARKETING MANAGER**
at Moon Tree Media 📍 JLT, Dubai
Core function was to provide digital design solutions to clients. The job entailed conceptualization, through to implementation of the brand and its brand deliverable to provide effective marketing to increase sales. Working in Dubai, I was exposed to working with many different nationalities and a wide range of brands. Developed & conceptualized effective marketing for brands and products for new startups and event related companies. My Role included marketing strategies, plans and campaigns, CMS Creation & Management, multimedia design, videography, client management, digital campaigns, social media management, SEO, and event management.
- 2015 - 2016
 - **ASSISTANT DIGITAL MARKETING MANAGER**
at Direct Trading 📍 Al Quoz 3, Dubai
Job responsibilities included, to develop new innovative concepts to market products for distribution. I worked on campaigns with a team for high-end sports brands. I was responsible for the social media management as well as day to day management of the company's CMS system. I helped engineer a fully functional ecommerce site with an inventory management system. Part of the job required me to manage key accounts and ensure customer retention, which I did so via Email newsletter marketing.
- 2011 - 2015
 - **GRAPHIC DESIGN & WEB DEVELOPER**
at DeeJay Designz 📍 Durban, South Africa
My job tasks included developing concepts and artwork, creating graphic design solutions from concept through to completion. Responsible for developing and creating both digital and print design for a wide range of print and online campaigns, publications and advertising. I was also entrusted to develop brand concepts, corporate identities and branding materials for clients as well as developing web applications for information capturing.
- 2010 - 2011
 - **MULTI-MEDIA DESIGNER**
at Assured Marketing Concepts 📍 Durban, South Africa
Creative direction on major projects, providing adequate marketing material for campaigns as well as online media. Assisting with event production and management in and around the entertainment industry. Layout design for the Abhii.com magazine, ad creation. My duties also included liaising with suppliers, promoters, sponsors and partners.
- 2009 - 2010
 - **WEB PROGRAMMER / GRAPHIC DESIGNER**
at MedIS 📍 Durban, South Africa
My job entitled me to design and construct web content as well as design elements as required by the company. I developed PHP systems to manage an internal CRM system, and provide a clean user interface to manage clients. I was also responsible for the design of all sales material, signage & brochures.
- 2006 - 2007
 - **ADMIN JUNIOR IT CONSULTANT AND TECHNICIAN**
at Westside Property Management 📍 Johannesburg, South Africa



EDUCATION

- **MATRIC EXEMPTION (2005)**
at Merebank Secondary (South Africa)
- **DIPLOMA INFORMATION TECHNOLOGY (CURRENTLY STUDYING)**
at U.N.I.S.A (South Africa)
- **ICDL, A+, N+ CERTIFICATION**
at UNISA
- **PHOTOSHOP ADVANCED TECHNIQUES**
at Adobe DarkDream College (South Africa)
- **BRAND MANAGEMENT & MARKETING**
at Vega (Marketing Association of South Africa Certified)
- **DIGITAL COMMUNICATIONS & DESIGN**
at Keyline Digital Design College (South Africa)



SOFTWARE EXPERTISE

- Adobe CC 2018 Photoshop
- Adobe CC 2018 Illustrator
- Adobe CC 2018 Indesign
- Adobe CC 2018 Dreamweaver
- Adobe CC 2018 Muse
- Adobe CC 2018 Premier Pro
- Adobe CC 2018 After Effects
- Php, MySQL, HTML5, CSS3
- Windows & Mac Compliant
- Wordpress CMS