

Sean Emami

Digital Marketing Specialist. Powered By Positive Creativity!

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For the last 4 months, I have been working at Empower Autism. Empower Autism is a not-for-profit organisation that was established in 1994 by parents of children diagnosed with autism. They have several programs to empower autistic people with skills to find a job and be part of a greater community.

Crafting content for programs and tracking analytics to make improvements is my primary responsibility. Second to that is improving branding and liaising with web developer for continuous improvement.

Prior to Empower Autism I worked at Apex Display. Apex Display provides services such as shop design, custom made display systems and supply shops with attractive and engaging shop fittings.

As a Digital Marketing Specialist, I had a wonderful experience dealing with all aspects of digital marketing. I am skilled at planning, executing, and optimizing online marketing strategies. I have maintained and optimised their website (WordPress), as well as the creation of EDMs and content for social media.

It's time to find a new challenge and work with other creative minds.



		Excellent
◆	MailChimp	◆◆◆◆◆
		Good
◆	HTML	◆◆◆◆◆
		Very Good
◆	JavaScript	◆◆◆◆◆
		Good
◆	CSS	◆◆◆◆◆
		Very Good
◆	Google Analytics	◆◆◆◆◆
		Very Good
◆	SEMrush	◆◆◆◆◆
		Very Good
◆	Graphic Design	◆◆◆◆◆
		Very Good
◆	WordPress	◆◆◆◆◆
		Very Good
◆	SEO	◆◆◆◆◆
		Very Good
◆	Photography	◆◆◆◆◆
		Good

Work History

◆	Jan 2023 - Current	Marketing Officer <i>Empower Autism, Brisbane , Queensland</i> <ul style="list-style-type: none"> • Oversaw development of traditional and social media marketing campaigns to drive customer awareness. • Managed branding campaigns and event marketing initiatives in print, video, web and social media. • Developed innovative and targeted collateral to support overall branding objectives. • Created official company page on various social media platforms to facilitate interaction with customers. • Developed and implemented B2B marketing strategy and overall communication plans to produce long-term partners.
◆	Sep 2022 - Dec 2022	Graphic Designer <i>Lirata Consulting, Melbourne, VIC</i> <ul style="list-style-type: none"> • Redesigned old logos. • Created new logo for 360 degree performance reviews service.

- Prepared and handed over created digital assets to Lirata consulting.

Jan 2022 -
Oct 2023

Digital Marketing Specialist

Apex Display, TINGALPA, Queensland

Apex Display works with individual retailers, chain stores and retail designers to create successful brick 'n' mortar stores.

- Created content strategies for digital media.
- Ran site audit to improve website performance by eliminating errors and warnings.
- Ran keyword Gap analysis tool to find suitable keywords to create content.
- Created and deployed social media content, engaged with target audiences to boost reach.
- Updated Google Business Profile Manager.
- Leveraged Pinterest for long tail organic keyword.
- Created social media content with innovative brand messaging to support online products.
- Optimised website to improve on page and technical SEO.
- Helped with website security and updating plugins.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Evaluated market trends to stay current on consumer and competitor changes.
- Resolve IT issues when it's applicable.
- Developed creative design for print materials, banners and signs.
- Created catalogues.
- Created and edited videos for display system and email campaigns.

Jan 2012 -
Dec 2021

IT Support Engineer (primary) - Graphic Designer

DMS-IT, Melbourne, VIC

Providing IT solutions for small to large medical centres as well as some engineering firms.

- Assessed system hardware and software and suggested modifications to reduce lag time and improve overall speed.
- Resolving level two technical issues through on site visits or remote access.
- Followed up with clients to verify optimal customer satisfaction following support engagement and problem resolution.
- Responded to support requests from end users and patiently walked individuals through basic troubleshooting tasks.
- Explained technical information in clear terms to non-technical individuals to promote better understanding.
- Broke down and evaluated user problems, using test scripts, personal expertise and probing questions.
- Helped streamline repair processes and update procedures for support action consistency.
- Removed malware, ransomware and other threats from laptops and desktop systems.

- Documented all transactions and support interactions in system for future reference and addition to knowledge base.
- Using MailChimp created list of current clients and potential clients for digital marketing.
- Created digital content and surveys for marketing.
- Created a digital marketing campaign to funnel potential client for further engagement with DMS-IT.
- Redesigned company website to replace the current website.
- Created digital image files for use in digital and traditional printing methods.
- Applied creative expertise to present marketing concepts.
- Applied knowledge of production to create high-quality images.
- Developed creative design for print materials, banners and signs.
- Designed website layouts, templates and unique branded looks.

May 2019 - Front End Website Designer

Jan 2021

Lirata.com, Melbourne, VIC

Lirata is an independent not-for-profit organisation based in Melbourne, Australia. Our purpose is to advance social justice. We pursue this by strengthening the many individuals and organisations working towards positive social change. Illustrated page design concepts by blending arrangement, style and aesthetic elements to meet predetermined preferences.

- Created mood board to capture the essence and branding of Lirata
- Met with the founder of Lirata, Mark Planigale, to discuss expectations regarding visual presentation, branding, and e-commerce functionality.
- Furnished research and materials based on up-to-date web design standards.
- Multi-tasked across multiple functions and roles to generate project results and meet deadlines and organisational expectations.
- Collaborated with web developer, representing web team to establish project goals, projections and milestones.
- Analysed existing interfaces to detect user pain points, recommending design changes and iterative updates to the founder of Lirata.
- Devised site maps, user flows, wireframes and mockups for designs based on proven methodologies, stakeholder requests and end-user feedback.
- Collaborated with web designer to create sleek and innovative UI design.
- Culled knowledge of Adobe XD to introduce low fidelity, and high fidelity versions of the website.
- Collaborated with web developer Mark Braydon to integrate UI features complying with prescribed code standards and technical design guidelines.
- Evaluated user research to convert abstract ideas and requirements into planning tools such as journey maps, user personas and storyboards.
- Created a set of new icons and logo, using pen and paper then Adobe illustrator to represent the new image of Lirata.

Sep 2016 - Graphic Designer

Dec 2017

Easternvolunteers.org.au, Melbourne, VIC

Eastern Volunteers has been serving Eastern Melbourne communities for over 40 years. Eastern Volunteers provides community transport services for over 65 yrs and want to stay living at home as you age or have a disability and need subsidised and flexible transport.

- Developed creative design for marketing packages, including print materials, brochures, banners and signs.
- Created broad range of work using various design techniques, mainly for print media and some for their facebook.
- Contributed design ideas in early planning stages with customers and project managers.
- Created digital image files for use in digital and traditional printing methods for their annual 40th anniversary magazine.

Dec 2015 - Jan 2017 **Graphic Designer**

Acod.edu.au, Melbourne, VIC

- Created digital image files for use in digital and traditional printing methods.
- Met with customers to present mockups and collect information for adjustments.
- Worked with clients to gather and define requirements, establish scopes and managing project milestones.
- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Applied creative expertise to present marketing concepts.



Education

Oct 2021 - Jan 2023 **Short Course: Google SEO Fundamentals**

University of California, Davis - Online

Sep 2022 - Oct 2022 **Short Course: Advanced SEO: Developing An SEO-Friendly Website**

Linkedin Learning - Online

Jul 2022 - Jul 2022 **Short Course: Brand Strategy For Designers**

Linkedin Learning - Online

Oct 2021 - Nov 2021 **Short Course: Google Analytics For Beginners**














Google Analytics Academy - Online

Jan 2021 - Jul 2021 **Short Course: The Complete Web Developer in 2021 Zero To Mastery**

Udemy - <https://www.udemy.com/>

Sep 2021 - Oct 2021 **Short Course : Fundamentals of Digital Marketing**

Google Garage - Online

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Jul 2021 - Jul 2021 **Some College (No Degree): Prince2Agile Foundation Certificate**
Diontraining.com - Online
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Aug 2020 - Sep 2020 **Some College (No Degree): Adobe Animate CC 2018 - HTML5 Banner Ads**
Udemy.com - Online
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Jul 2020 - Sep 2020 **Short Course : UX**
RMIT University - Melbourne, VIC
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Sep 2019 - Nov 2019 **Short Course : Introduction To Photography**
RMIT University - Melbourne, VIC
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Jul 2019 - Sep 2019 **Short Course: Digital Marketing**
RMIT University - Melbourne, VIC
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Apr 2019 - May 2019 **Some College (No Degree): The Complete Guide To MailChimp**
Udemy.com - Online
- 
May 2019 - Jun 2019 **Short Course: Website Design 2 Beyond The Basics**
RMIT University - Melbourne, VIC
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Jul 2018 - Dec 2018 **Some College (No Degree): Responsive Web Design Essentials - HTML5 CSS3**
Udemy.com - Online
- 
Jan 2017 - Jan 2018 **Certificate IV : Graphic Design**
Tractor | School of Design - Melbourne, VIC
- 
Apr 2017 - Aug 2017 **CCENT: Cisco**
Box Hill Tafe - Box Hill, VIC
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Sep 2011 - Dec 2011 **MCITP: Windows 2008**
Box Hill Tafe - Box Hill, VIC
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May 2004 - Aug 2004 **MCP: Windows 2000**
BoxHill Tafe - BoxHill VIC
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Mar 2000 - Apr 2003 **Bachelor of Science: Information Technology, Psychology**
Swinburne University of Technology - Melbourne, VIC

Languages

- 
 Farsi
- 
 Japanese



English

Excellent

Interests

- Going to gym, swimming, volleyball, table tennis
- Watching movies and animations
- Listening to podcasts - Creating podcasts
- Exploring nature
- Creating apps
- Creating websites for awareness
- Volunteer work - Currently working with Lirata