

MARWA ABDELKARIM

ART, DESIGN, MARKETING

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📍 Dallas, TX

🌐 marwakarim.myportfolio.com

WORK EXPERIENCE

Graphic Designer

Islamic Services Foundation / 2023 - 2024

- Conceptualized and designed graphics and content for entities under Islamic Services Foundation, including Brighter Horizons Academy, BHA Sunday School, ISF Quran Institute, Islamic Services Foundation, and My Islamic Books.
- Created engaging visuals and layouts for social media posts, website banners, email newsletters, and promotional materials.
- Collaborated with marketing teams to develop effective design strategies for online engagement and outreach.

Social Media Manager

Brighter Horizons Academy / Dec 2020 – May 2023

- Managed social media content and strategy, resulting in an increase in engagement
- Established new social media pages, including TikTok, and grew the platform to 17k organic followers within six months.
- Created engaging visuals and managed online advertising campaigns to promote school events and initiatives.

Visual Artist

Freelance / 2019-Present

- Provided visual art services to diverse clients, specializing in logo design, branding, and digital graphics creation.
- Collaborated closely with clients to understand their vision and translate it into visually compelling designs that effectively communicate their message.
- Successfully completed over 50 projects, including logo designs, brand identities, and promotional materials, resulting in client satisfaction and repeat business.
- Demonstrated versatility by adapting to various design styles and requirements, ensuring each project is tailored to meet the unique needs of the client.

Experienced visual artist with a passion for creativity and innovation, specializing in social media management and brand identity. Adept at communication and management, with a knack for bringing ideas to life through visual arts.

SKILLS

Brand Identity Management
Social Media Trends
Adobe Creative Cloud
Later
Team Collaboration

EDUCATION

University of Texas at Dallas
BA Visual Art, Marketing
Minor 2022

CERTIFICATION

Google

Google Ads Certification
2021

FEATURED

Dallas Museum of Art
A World of Hidden Color 2018