

KAVYA TIWARI

BIO

I am a fine artist, designer, and communicator from Chicago. I am fluent in social media marketing and e-commerce optimization. My experience lies in marketing and creative communications.

SKILLS

10+ years of experience in:

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Microsoft Suite

Other skills:

- Social Media Management
- Google Analytics
- Amazon Vendor/Seller Central
- Graphic Design
- Copywriting
- Product Development
- Packaging Design
- Hootsuite
- Figma
- Wordpress
- GalleryManager
- MailChimp

CONTACT DETAILS

Email: kavya.tiwari@gmail.com

Phone: 630-605-9636

WORK EXPERIENCE

Social Media Specialist

Saint Anthony Hospital | January 2023 - present

- Managing social media content strategies to promote hospital initiatives and fundraise on Facebook, Twitter, Instagram, and LinkedIn.
- Interviewing staff, professionals, community members, and legislators as research for content creation.
- Analyzing industry trends and reporting monthly social media analytics and metrics to gauge strategy efficacy.
- Designing and drafting internal and external publications, including infographics, educational flyers, and videos.
- Identifying opportunities to increase and elevate brand presence in the public with particular focus on local immigrant communities.

Social Media Specialist

Administrative | March 2022 - Nov 2022

- Managed B2B social media by creating new branding graphics and identifying emerging targeted audiences.
- Tripled organic social media engagement rates on LinkedIn, Twitter, and Facebook over the course of two quarters and boosted organic reach by 4% per quarter.
- Managed editorial planning, community engagement, and
- Produced weekly analytical reporting for all social media platforms and compiled monthly.
- Designed content for social media including infographics, promotional images, and webinar assets for internal and external use.
- Facilitated website design and UX/UI asset development.

Social Media Analyst

Tootsie Roll Industries | March 2021 - April 2022

- Managed multiple B2C brands at once on all major social platforms, including seven different Tootsie Roll candy brands and three Twitter accounts with 100,000+ followers.
- Created new content, responded to customer service concerns, and engaged organic audiences.
- Increased overall follower and engagement rates each quarter.
- Designed branded content including graphics, illustrations, animations, and videos.
- Designed and monitored email blasts, giveaways, and contests with 30,000+ subscribers through multiple platforms.
- Designed, managed, and monitored social media marketing campaigns on TikTok, Facebook, Instagram, Youtube, Pinterest, and Twitter using influencers with marketing budgets over \$250,000.

Freelance Graphic Designer

Self-Employed | June 2020 - February 2021

- Completed Google Analytics certification.
- Designed DSP and social media ads for local brands.
- Created artwork for private commissioners.

KAVYA TIWARI

CONTACT DETAILS

Email: kavya.tiwari@gmail.com
Phone: 630-605-9636

WORK EXPERIENCE (CONT.)

Brand Associate

ClearCut Analytics | April 2019 - June 2020

- Created Amazon-optimized designs for e-commerce focused clients, including thumbnail images, A+ content, and Enhanced Brand Content to improve customer conversions.
- Designed assets for internal and external reports, presentation decks, email blasts, and newsletters.
- Created DSP ads, website banners and graphics, and social media posts for clients.

Production Graphic Designer

The Art Institute of Chicago | June 2018 - January 2019

- Designed print documents in adherence to branding guidelines and project statements.
- Designed mailable flyers, postcards, brochures, pamphlets, and books for incoming students to be distributed internationally to prospective students.
- Coordinated multiple departments to for collaborative design projects compile and schedule printing projects.
- Prepared design files for professional printing with preflight and asset packaging.

ACADEMICS

Loyola University Chicago

Bachelor of Fine Arts | 2014-2018

- Major in Studio Art with emphasis on Drawing
- Minor in Biology with Premed focus
- Certificate in Graphic Design