

AMII YAMAMOTO

Multimedia Specialist

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ABOUT ME

A dynamic Multimedia Specialist with 8+ years of experience in the creative/marketing field – helping clients reach milestones by providing creative solutions to each of their unique needs. Being a goal-driven individual, I am persistent until goals are met on time and under budget. As an artist by heart, it is my life goal to improve people's lives with the power of art and design. Looking to transition into an Art/Creative Director role for a team with shared goals.

EDUCATION

2022 • Google Data Analytics Professional Certification Training

2018 - 2022 • STI College Calamba Bachelor of Multimedia Arts

2016 - 2018 • STI College Calamba IT, Mobile App & Web Development

2019 • Alison Courses Basic Spanish Certification

EXPERIENCES

Aug 2023 - **AC Gaming**

Aug 2024

JP Marketing Operations Specialist / Social Media Executive / Creative Director

- Conducted Japanese market research and helped to build marketing strategies for new and existing iGaming projects
- Guided the team and ensure content quality, relevance, and branding
- Crafted creative materials and content (banners, video ads, social media content) and guided the design team to create the best possible output
- Designing of Landing pages, Mobile App, and the Branding of projects
- Proofreading/Translation of Japanese Content
- QA and final checking of all marketing activities, plans and materials
- Provided figma prototypes to communicate design solutions to partners
- Organization, finalization and editing of files; ensuring everything is organized
- Hosting events, appearing in videos for the project's marketing content

May 2023

July 2023

ALEHORN LLC (New York)

Multimedia Content Specialist

- Helped prototype website designs and restructure their branding guidelines
- Came up with ideas for the daily videos for YouTube, Instagram and Facebook
- Weekly social media content, marketing and promotional planning
- Created product prototypes, engraving and jewelry designs with the use of AI + photo manipulation with Adobe Photoshop and Illustrator
- Provided marketing materials to be used for all e-commerce platforms and offline / OOH advertising for each campaign
- Production and designing of print materials such as: banners, flyers, decals, catalogue, packaging, cards, etc.
- Provided Figma prototypes to communicate design solutions to partners
- Organization, finalization and editing of files; ensuring everything is up to date
- Responsible for providing high quality video edits out of new & old footages

Mar 2022
-
Aug 2023

PRISM TECH PVT. LTD. (PRISM+ Singapore)

Freelance Graphic Designer

- Provided marketing materials to be used for all e-commerce platforms and offline / OOH advertising for each campaign in a startup environment
- Trained and helped onboard new graphic designers of the creative team
- QA of design/content consistency across all platforms (Website, Lazada, Shopee, ads, banners, Campaigns, etc.)
- Production of Email Marketing (EDM) materials and solutions (Zendesk)
- Production and design of print materials such as: vouchers, flyers, decals, backdrops, packaging, name tags, standees, etc.
- Updating of Product Packaging and Product Manuals
- Provided figma prototypes to communicate design solutions to partners
- Crafting of Powerpoint Presentations for company project proposals
- Organization, finalization and editing of files; ensuring everything is up to date

Dec 2021
-
Present

FREELANCE VIRTUAL CONSULTING SERVICES

Multimedia Specialist / Creative Director / Team Lead / QA Manager

- Outsourced suitable talents according to clients' needs
- Helped startup businesses/projects to plan and structure their plans and strategies from scratch
- Oversee all talents' works and guide them through improvement to provide the best output to our clients
- Created a network of fellow freelancers of different field/profession/industry

July 2021
-
Jan 2022

UNLIMITED POSSIBILITIES CREATIVE SOLUTIONS INC. (Startup)

Creative Multimedia Intern

- Tasked to manage the rest of my co-interns for follow-ups and quality checks of all creative assets before submission.
- Created marketing content, website designs, prototypes, motion graphics, etc. for all of our clients simultaneously.
- Created numerous case studies, video content and website designs for the clients under the company
- Organization, finalization and management of files.

July 2021
-
Nov. 2021

LINGUO GO INFORMATION AND COMMUNICATIONS TECHNOLOGIES

ASR Tiktok Subtitle Editor / Captionist

- Editing of computer generated captions to match context, timing and words
- Transcription of computer-unrecognizable audio to text
- Ensuring quality of videos, captions and subtitles before submitting to client
- Provided quality scripts & tags that are AI-suitable data to ensure relevance to the algorithm and better machine learning process

2018
-
2021

BRIE'S OVEN (Online Bakeshop)

Branding Artist / Content Creator / Cake Artist

- Handled all creative assets: branding kit, prints, cake toppers, cake designs,
- Coached staff in making personalized designer cakes
- Created the logo, menu, templates, and overall branding for the business launch. Planned regular marketing content to further boost audience reach.

2015
-
2023

FREELANCING (through Social Media/Fiverr/Offline means)

Freelance Multimedia Artist / Graphic Designer / Visual Analyst

- Offered multimedia creative project-based services through personal connections/referrals and through various social media platforms such as Twitter, Facebook, DeviantArt, Tumblr, Upwork, Fiverr, Craigslist, etc.
- I have done a variety of jobs such as: Creation of branding materials for starting businesses, branding revamps, banners, posters, layouts, concept/character design, prints, photo manipulation, voice overs, coaching and small team management.

Freelance Writer / Copy Writer / Editor / Translator

- also offered these services through online platforms and personal connections/referrals.
- I have done jobs such as script writing, story writing, storyboarding, article writing, text editing & proofreading, post copy, subtitle editing, translating copy (from Japanese/Filipino to English and vice versa)

Freelance Content Creator / Marketing Strategist / Social Media Manager

- These services were offered through online platforms and personal connections/referrals as well.
- Relevant tasks that I have done in this field are: video editing, management of social media accounts and interaction/engagement with customers, customer service/chat support for the social media pages, planning and scheduling of posts, organization of files, setting of appointments, etc.

PROJECTS

Jul. 2022 **Eonian: A Comic Anthology** (read)

Writer / Producer / Event Organizer

- Set deadlines and split tasks for the team, organized files and deliverables, provided the storyboards and panel drafts for the artists' reference.
- Brainstormed, drafted and finalized the overall planning with the team's help.
- Closely managed the team and monitored progress in a remote setup.

May. - Jul. 2022 **PANINAP | A short film about chasing your dreams** (watch).

Writer / Film Director / Producer

- Set deadlines and distributed tasks for the team, provided the storyboards, drafts and scripts for the production team to use as guides during taping.
- Brainstormed, drafted and finalized the overall planning with the team's help.
- Closely monitored progress from start to finalization and managed the team remotely. Instructed through videocalls whenever necessary.

Jan. 2022 **EUNOIA: An Exploration to Visual Arts (2-day Online Workshop)**

Head Coordinator / Team Manager / Producer / Graphic Designer

- Organized the event and handled two separate teams for this project; distributed workload according to each team member's strengths to ensure the event's utmost success and to help maximize each member's talents.
- Brainstormed, drafted and finalized the overall planning with the team.

Nov. - Dec. 2021 **PCSO MOBILOTTO WEBSITE REWORK**

Web Designer / Graphic Artist

- Redesigned the whole website into a more modern and appealing design, keeping the web pages relevant and engaging to users.
- Ensured that all creative assets were aligned and consistent with the brand.
- Created videos, captions and subtitles and static ads for marketing purposes.

Jul. - Sept. 2021 **BARON LVXE**

Content Creator / Multimedia Artist / Researcher

- Produced the website presentation, case studies, and marketing materials.
- Optimized their marketing assets for suitable use on all platforms and engines.
- Guided the design team to keep everything in line with the brand.

Jun. - Aug. 2019 **PITHAYA | A short thriller film in the new normal ([watch](#))**

Writer / Director / Producer / Graphic Designer / Actor

- Provided the overall story and script, and finalized them with the team. Since this project was done during the start of the pandemic, we had to produce the film remotely and extensively collaborate on platforms such as Asana and Trello to effectively communicate our ideas. I also provided the timeline and storyboards using Google Workspace apps (Docs, Drive, Slides, and Sheets) to keep the whole team on track and up to date.
- Managed the team remotely and distributed tasks according to each member's strength to ensure that we deliver the best possible outcome while maximizing their own individual talents.

Aug. - Oct. 2018 **TULAK | A short non-dialogue film about illegal drug trafficking**

Writer / Director / Producer / Graphic Designer / Actor

- I wrote the story and script to be used in this film. I also provided the timeline and storyboards to keep the team and the assistant director on track.
- Managed the team and planned the shoot locations, props and casting.

APP PROFICIENCY

Photoshop	8 YEARS - EXPERT	Google Suite	8 YEARS - EXPERT
Illustrator	5 YEARS - WELL-VERSED	Canva	6 YEARS - INTERMEDIATE
Premiere Pro	5 YEARS - WELL-VERSED	Blender	3 YEARS - INTERMEDIATE
Filmora	3 YEARS - WELL-VERSED	Maya	3 YEARS - INTERMEDIATE
After Effects	3 YEARS - EXPERIENCED	Figma	6 YEARS - EXPERIENCED

SKILLS

Photo / Video	10 YEARS - EXPERT	Research	8 YEARS - EXPERIENCED
Graphic Design	10 YEARS - WELL-VERSED	UI / UX Design	4 YEARS - INTERMEDIATE
Layouting	10 YEARS - EXPERIENCED	Motion Graphics	4 YEARS - INTERMEDIATE

LANGUAGES

English	FLUENT
Filipino	NATIVE
Japanese	NATIVE
Spanish	BEGINNER

CONTACT

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