



Pamela Samduth

GRAPHIC & WEB DESIGNER
SOCIAL MEDIA & DIGITAL MARKETER

064 229 4263

pamela@thedragon.co.za

thedragon.co.za



With several years of experience in graphic and web design, along with my knowledge on the Fundamentals Of Digital Marketing, I have developed a strong ability to create visually appealing and effective designs that align with client objectives and boost brand visibility.

Throughout my journey, I've had the pleasure of crafting engaging designs for a variety of campaigns. From developing branding elements to designing social media ads, I make sure that every piece resonates with the intended message and engages the audience effectively. My knowledge of SEO and digital marketing also boosts the visibility and impact of my creative work, ensuring a unified and results-oriented approach to digital content.

I believe good design should tell a powerful story. I also bring a sense of mindfulness and balance to my creative process, drawing from my experience as a Tai Chi Instructor, to cultivate a thoughtful and intentional approach.

I believe my background and expertise will be a valuable asset to any company.

SOFT SKILLS

- Communication
- Time Management
- Technology
- Problem Solving
- Planning & Organisation
- Collaboration Skills
- Taking Criticism

CREATIVE SKILLS

- | | | |
|-----------------------|------------------|---------------------|
| WHAT I CAN DO FOR YOU | Logo & Logotype | Creativity |
| | Stationery | Typography |
| | Branding | Video and Animation |
| | Web Design & SEO | Photography |
| | Packaging | Layout |
| | Catalogues | Social Media |
| | Advertisement | Digital Marketing |



SOFTWARE SKILLS

- | | | |
|--|---------------|---------------------|
| | Photoshop | ● ● ● ● ● ● ● ● ● ● |
| | Illustrator | ● ● ● ● ● ● ● ● ● ● |
| | Indesign | ● ● ● ● ● ● ● ● ● ● |
| | Dreamweaver | ● ● ● ● ● ● ● ● ● ● |
| | Premiere Pro | ● ● ● ● ● ● ● ● ● ● |
| | After Effects | ● ● ● ● ● ● ● ● ● ● |
| | Apple Works | ● ● ● ● ● ● ● ● ● ● |
| | MS Office | ● ● ● ● ● ● ● ● ● ● |
| | Acrobat | ● ● ● ● ● ● ● ● ● ● |
| | Wordpress | ● ● ● ● ● ● ● ● ● ● |
| | WIX | ● ● ● ● ● ● ● ● ● ● |

EDUCATION

- Centenary Secondary School
MATRIC EXEMPTION
- Sight & Sound Secretarial College
DIPLOMA
- Durban Commerce & Computer College
DIPLOMA
- Marketing Association Afrique
GRAPHIC DESIGN DIPLOMA
- Global TEFL UK
TEFL CERTIFIED
- Google
FUNDAMENTALS OF DIGITAL MARKETING

EXPERIENCE

- The End Studios**
GRAPHIC & WEB DESIGNER / DURBAN (Nov 2007 - Jun 2024)
DUTIES INCLUDED:
 - Conceptualised and designed visual elements such as logos, adverts, POS, signage, packaging, brochures, menus, etc. for various mediums (print, digital & web) and supplied ready artworks in correct specs
 - Created design mockups and presentations
 - Developed and refined design concepts based on client feedback and design principles
 - Ensured design consistency across various platforms and mediums
 - Collaborated with other designers and directors to ensure cohesive brand identity
 - Troubleshooted design issues and made necessary revisions
 - Designed user-friendly websites using WordPress & WIX
 - Ensured responsive design for tablet and mobile
 - Communicated effectively with clients to understand project objectives
 - Managed multiple projects simultaneously and prioritised tasks accordingly
 - Met deadlines and delivered high-quality work under tight timelines
 - Photographed items for various design projects
 - Performed daily email checks to stay on top of project-related communications and client enquiries
- Uni Commercial Printers**
GRAPHIC / DURBAN (Jul 2007 - Nov 2007)
DUTIES INCLUDED:
 - Designed visual elements such as books, business cards, letterheads, brochures and posters
 - Supplied ready artworks in correct specs
 - Developed and refined designs based on client feedback and design principles
 - Troubleshooted design issues and made necessary revisions
 - Communicated effectively with clients to understand project objectives
 - Managed multiple projects simultaneously and prioritised tasks accordingly
 - Met deadlines and delivered high-quality work under tight timelines
- ACA Multimedia**
GRAPHIC & WEB DESIGNER / DURBAN (Mar 1996 - Jun 2007)
DUTIES INCLUDED:
 - Conceptualised and designed visual elements such as logos, corporate identities, brochures, folders, posters and adverts for various mediums (print & digital) and supplied ready artworks in correct specs
 - Created design mockups
 - Refined designs based on client feedback
 - Ensured design consistency across various platforms and mediums
 - Troubleshooted design issues and made necessary revisions
 - Designed user-friendly websites using Dreamweaver, FTP'd when ready and performed updates upon clients request
 - Purchased web domains and set-up website hosting and email
 - Co-ordinated newspaper and magazine advert bookings and placements
 - Communicated effectively with clients to understand project objectives
 - Met deadlines and delivered high-quality work under tight timelines
 - Photographed items for various design projects and booked photo shoots
 - Performed daily email checks to stay on top of project-related communications and client enquiries
 - Performed reception, admin and account duties

Fundamentals of digital marketing : Google

Congratulations!



Fundamentals of digital marketing

Completed by Pamela Samduth on 10 October 2024

Completion ID: 332179060