

Kamesh Munshi

Silver Spring, MD | (240) 643-3545 | kameshmunshi@gmail.com | [in/kameshmunshi](https://www.linkedin.com/in/kameshmunshi) | www.behance.net/kameshm

Professional Summary

Passionate Digital Marketing & Brand Specialist dedicated to enhancing brand identities through thoughtful design and strategic marketing. My passion for digital marketing and branding drives me to create impactful campaigns that resonate with audiences and elevate brand recognition. Proficient in Adobe Creative Suite, I focus on leveraging strategic marketing and branding initiatives, continuously expanding my skills in photography, video editing, and web design. Committed to developing compelling digital and print materials, I strive to make a meaningful impact through every project I undertake.

Skills Summary

Design & Development Tools: Adobe Creative Suite (Illustrator, Photoshop, Acrobat, XD, Lightroom, Premiere Pro, After Effects), Canva, Figma, Whiteboard Animation

Technical Skills: WordPress, Elementor, CSS, Microsoft Office Suite, Photography

Digital Marketing: HubSpot, GoToWebinar, Social Media Marketing, Content Creation

Project Management: Event Coordination, Website & Brand Development, Internship Management

Work Experience

OCR Services Inc.

July 2018 – 2024

Digital Marketing & Brand Specialist | OCR Services Inc. | 2022 – 2024

- **Brand Refreshes:** Led brand refreshes from 2022 to 2024, revitalizing brand identity and driving a 30% increase in online digital engagement through targeted strategies and creative execution.
- **Conference and Event Management:** Spearheaded the organization and execution of global conferences (in-person and virtual), managing all collateral and coordinating with technical teams, hotel event staff, and print vendors, contributing to a 40% increase in event efficiency.
- **Design and Branding:** Created a wide range of digital and print assets, including banners, logos, icons, factsheets, flyers, social media templates, booklets, business cards, and newsletters.
- **HubSpot Content Creation:** Produced and managed the distribution of engaging content through HubSpot, including emails, newsletters, and landing pages, contributing to campaigns that resulted in a 30% increase in engagement and a 25% boost in conversions.

Marketing & Creative Designer | OCR Services Inc. | 2019 – 2022

- **Website Design and Development:** Managed website updates using WordPress and Elementor, refining visuals and developing landing pages for conferences, newsletters, blogs, and webinars. These efforts improved user experience and engagement by 25% while reducing bounce rates by 15%.
- **Video Production and Webinar Management:** Edited explainer and promotional videos, and served as the lead broadcaster on GoToWebinar, enhancing virtual event experiences and increasing viewership by 20%.
- **Brand Consistency:** Ensured consistent branding across all materials, contributing to comprehensive brand guidelines that led to a 15% improvement in brand consistency and recognition.
- **Strategic Marketing:** Executed comprehensive market trend analysis and leveraged social media platforms to amplify brand presence, resulting in a 30% increase in engagement and a 25% increase in follower count.

Kamesh Munshi

Marketing Analyst | OCR Services Inc. | 2018 – 2019

- **Market and Trend Analysis:** Conducted trend analysis and executed multi-channel marketing campaigns, utilizing tools like HubSpot to drive engagement and support marketing initiatives.
 - **Event Photography:** Assisted in event photography for the 2019 user conference, showcasing skills in camera handling, photo editing, and capturing the event's ambiance and participant interactions. These efforts boosted post-event marketing by 35% and enhanced social media engagement by 25%.
 - **Marketing Support:** Provided essential support to the marketing team by managing day-to-day tasks such as content creation, campaign coordination, and performance tracking.
-

Volunteering

HemAth.org

January 2021 - 2024

- Crafted a range of marketing materials that effectively communicated and promoted HemAth's mission, ensuring consistency and clarity in messaging across all platforms.
- Designed compelling visuals and illustrations that highlighted the empowerment of Kashmiri women, visually representing the organization's goals and achievements to a broad audience.
- Devised and implemented creative design strategies that amplified HemAth's message, significantly boosting awareness and engagement with the cause.

Portrait Photography

July 2018 - 2024

- Worked with a variety of models, showcasing a range of styles and cultural expressions in portrait photography.
- Partnered with a boutique clothing brand, highlighting their unique collection that blends South Asian aesthetics with Western streetwear influences.
- Provided creative direction during photoshoots, ensuring that the essence of the brand and the clothing was effectively communicated through visual storytelling.

Big Brother Big Sister Foundation, Inc.

December 2018 - January 2019

- Acted as a mentor, fostering a deep and meaningful connection through engagement and support.
 - Engaged in a variety of activities, including sports and games, facilitating a fun and enriching environment for mutual enjoyment and bonding.
 - Encouraged and supported their personal growth by helping them navigate and overcome personal challenges.
-

Education

Bachelor of Science in Marketing

University of Maryland

May 2018

Certificate in Artificial Intelligence: Business Strategies and Applications

University of California, Berkeley

Expected Completion:

September 2024