



KARMAH ELDESOUKY

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SKILLS

Visual Design
Marketing
Social Media Management
Photography and Retouching
Video Production and Editing
Event Management
Public Speaking
Customer Service
Teaching
Team Leadership

TOOLS

Adobe Creative Suite
[Ps, Id, Ai, An, Pr, Ae]
Microsoft Office
G Suite
Google Analytics
Google AdWords
Autodesk Maya
JavaScript, HTML, Python
Mac & PC

EDUCATION

Interdisciplinary Computing and the Arts (B.A.), Minor in Studio Art
September 2014 - June 2019
University of California, San Diego

EXPERIENCE

UCSD RECREATION | Marketing Assistant

January 2018 - August 2019

- Develop and assist UC San Diego's Recreation and Athletics Department with various sustainability campaigns to reduce waste and improve recycling in recreational and sports facilities across campus.
- Participated in quarterly waste audits to customize marketing strategies for targeted campus population.
- Coordinated with Recreation's Fiscal Manager to design educational graphics and prints focused on sustainability practices. Designs were displayed on disposal bins, displays, and various tabling events.

LUMNUS CONSULTING | Vice President of Marketing

June 2018 - June 2019

- Established company branding, website design, and social media following. Worked with committee and Executive members on company vision and development.
- Improved documentation process of events by establishing photography, film, and editing standards for company's marketing material.
- Managed various design and marketing related projects on behalf of company, partners, and clients. Utilized analytics to track audience reach and content performance for large scale and public events.
- Developed and designed sales material such as company project portfolio and sales packet.

GAZILLION ENTERTAINMENT | Graphic Design Intern

July 2017 - September 2017

- Assisted and worked directly under the gaming studio's Art Director and Senior Graphic Designer for the game Marvel Heroes Omega.
- Edited and captured photos, gameplay screenshot and character renders for press releases and publications.
- Designed print and digital formats for website, social media campaigns, online promos, banners, and posters.
- Collaborated with Marketing and Corporate Development on publicity events and event branding for large scale events such as D23 Expo and Comic Con.

SIXTH COLLEGE TECH COMMITTEE | Technology Director

May 2016 - June 2018

- Led a group of 20+ undergraduate students with an interest in the latest developments within the tech industry through weekly planning meetings with committee and advisor.
- Organized Winter GameFest 2017 and 2018, one of the largest and oldest student-run gaming festival on the West Coast, attracting over 2000 attendees across the country both years. Coordinated with various sponsors, companies, and special guests to make the event successful and secured 24 company sponsorships for WGF 2018.
- Achieved 30% increase in social media following and engagements across all social WGF accounts as a result of consistent campaign development and online community engagement.

PROJECTS

UCSD ESPORTS | UC San Diego Recreation

March 2019 - Present

Serve on a planning committee responsible for establishing an official Esports division for UC San Diego Athletics

ESPORTS NIGHT | San Diego Padres

February 2018 - August 2018

Coordinated with the San Diego Padres Account Executive to help plan the first Esports Night themed baseball game for Petco Park in San Diego.