

ROHINI RAMAKRISHNAN

ABOUT ME

Brand Designer and Social Media Strategist with a proven track record of building impactful brand identities, driving digital growth, and delivering creative campaigns. Skilled in brand development, creative direction, and strategic marketing, passionate about storytelling and transforming ideas into visual narratives.

CONTACT

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- Detroit, MI

EDUCATION

UNIVERSITY OF SOUTHAMPTON
Masters in Global Advertising and Branding
2017 - 2018

GRD COLLEGE OF SCIENCE
B.Sc. Visual Communication
2013 - 2016

SKILLS

- Creative Ideation
- Campaign Development
- Integrated Marketing
- Brand Strategy
- Project & Time Management
- Team Leadership & Collaboration
- Trend Analysis & Creative Problem Solving
- Adaptability in Fast-Paced Environments

WORK EXPERIENCE

- FREELANCE GRAPHIC DESIGNER**
Robert Half | Personal

2024 - Present

 - Designed social campaigns and marketing assets for Ad Water Media, Shelving Inc., and Grand Ventures, strengthening brand presence across digital and print platforms.
 - Executed brand identity and packaging design for mid-to-large corporations, delivering cohesive visual systems that improved recognition and boosted sales by up to 20%.
- BRAND MANAGER**
Modish Creative Co.

2023 - 2024

 - Led branding and social campaigns that grew the client base from 3 to 15, generated 3M+ viral views, and boosted website traffic by 40%.
 - Delivered full-spectrum brand solutions—logo design, packaging, identity transformations, and campaigns—enhancing brand recognition and audience reach.
- FOUNDER & CREATIVE DIRECTOR**
Boutique Agency

2020 - 2023

 - Built and scaled a boutique creative agency to a 5-member team, delivering branding, design, and social media solutions with campaigns averaging 200K+ views per client.
 - Led strategy and creative execution for 30+ brands from logo redesigns, packaging, websites, and digital campaigns, strengthening brand recognition and driving client growth.
- CREATIVE LEAD**
Rush Republic

2017- 2020

 - Delivered branding and design solutions for 60+ clients, including award-winning campaigns, packaging, print, and digital content—boosting visibility and engagement.
 - Led end-to-end creative projects and teams, translating client goals into strategies that increased performance and audience reach by 40%.
- DESIGN SPECIALIST**

2016 - 2017