

## Isatou Dumbuya

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## Social Media Content creator, Manager

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### Projects & Experience

#### WSU Vancouver Is” Campaign | Video Content Creator | January 2024 – Present

URL: <https://dtc-wsuv.org/idumbuya22/portfolio/>

A recruitment and development campaign for Washington State University Vancouver

- Conceptualized and produced one trailer video for the recruitment & development campaign
- Developed and executed a content strategy across social media to promote the campaign
- Executed and managed an engaging two-minute trailer video for the recruitment and development campaign
- Managed all aspects of video production during the recruitment & development campaign

#### African Food Festival | 2D Animator & concept Artist| November 2023

URL: <https://dtc-wsuv.org/idumbuya22/portfolio/>

An animated poster for an imaginary African Food Festival in Vancouver, Washington

- Designed and animated a one-minute digital poster, paying attention to detail and being aesthetically aware
- Designed and created digital poster using Adobe Illustrator according to client’s needs
- Utilized Adobe After Effects to animate poster and bring it to life for a length of 54 seconds
- Produced a visually appealing work that matches industry standards

#### Eid in the Pacific Northwest | Videographer & Editor | April 2023

URL: <https://dtc-wsuv.org/idumbuya22/portfolio/>

A three-minute documentary about Eid and Eid Celebrations in the Pacific Northwest

- Shot and directed documentary exploring the Eid celebrations in the Pacific Northwest
- Conducted interviews and managed location shooting across three locations
- Managed pre-production, post-production editing & sound design using Adobe Premiere Pro and Audition

### SOFTWARE SKILLS

-Adobe Premier Pro,

- HTML/CSS, JavaScript)

-Generative AI, Runway ML

- Adobe Illustrator, Photoshop,

-UX/UI Design

-ChatGPT, MidJourney

- Collaboration tools (Slack, Teams, Zoom, Basecamp)

Adobe After Effects, Audition

- Figma

- Canva

- Microsoft Office 365

### CREATIVE SKILLS

- Illustration

- Technical/Creative Writing

- Video production and post-production

- UX/UI Design

- Graphic Design

- Social Media Marketing & Content Creation

### ESSENTIAL SKILLS

- Task-oriented

- Quick learner

- Skilled manager

- Detail-oriented

- Collaborative

- Strong problem-solving skills

- Self-motivated

- Effective communicator

- Digital Literacy & adaptability

### EDUCATION

Bachelor of Arts in Digital Technology & Culture | Minor in Communications

Washington State University Vancouver Washington | Expected Graduation Date: May 2024