

# NEBIYU ESAYAS

## OBJECTIVE

With experience in course production coordinating, Digital content creation and digital marketing, im experienced and innovative digital media producer with expertise in video production. As a videographer. editor and post-production artist, able to work independently or with a team to produce the highest quality production standards with the enthusiasm for continuous learning, develop and share new video editing skills with colleagues.

## EXPERIENCE

### Tibeb Enterprise elearning platform

*July 2019 - March 2020*

Digital marketing specialist and course production coordinator

- Design and oversee all aspects of our digitalmarketing department including our marketingdatabase, email, and display advertising campaigns.
- Develop and monitor campaign budgets.
- Plan and manage our social media platforms.
- Prepare accurate reports on our marketing campaign's overall performance.
- Coordinate with advertising and media experts to improve marketing results.
- Identify the latest trends and technologies affecting our industry.
- Evaluate important metrics that affect our website traffic, service quotas,and target audience.
- Work with your team to brainstorm new and innovative growth strategies.
- Oversee and manage all contests, giveaways, and other digital projects.
- coordinate a monthly newsletter to current and prospective customers.
- Produce and Edit advertising promotional videos for our website and social media campaign.

## CONTACT

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Addis Ababa

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## SKILLS

Premier pro / Adobe CC  
After Effects/ Adobe CC  
Ads manager/Facebook  
Google Analytics /Google  
Google Ads /Google  
Positive attitude  
Problem solving  
Attention to detail

## LANGUAGELANGUAGES

Amharic  
English

## PERSONAL DETAILS

Date of Birth : 14/03/1997

Nationality : Ethiopian

## Tree advertising

*March 2020 - November 2020*

Digital advertising manager / Digital creator

- Plan and manage paid social media platforms to our clients.
- Coordinate with advertising and media experts to improve marketing results.
- Oversee and manage all contests, giveaways, social media games and other digital projects.
- Prepare accurate reports on our marketing campaign's.
- overall performance for our clients Produce and Edit advertising promotional videos and GIFs for our clients and social media campaign.
- Evaluate important metrics that affect our social media platforms, service quotas, and target audience.

## Tree advertising

*November 2020 - Present*

Digital media producer

- Oversee the production of digital media including videos, website development, online advertising.
- Create concepts and designs for new digital projects.
- Editing animations and effects based on feedback from art department leaders, graphic designers, and fellow design team members
- Creating and installing special effects
- Collaborating with other design staff and clients to assess the needs of a particular project or campaign

## Aterira Digital Magazine

*February 2021 - Present*

Digital Creator

- Design Digital magazine covers
- Produce and Edit advertising promotional videos for social media campaign.



## EDUCATION

### Unity university

*2018*

Accounting and finance

3.14

● **Gobeze consultant**

**2019**

Adobe premier pro  
Certificate

● **Col. John C Robertson American center** ◆

**2019**

Introduction to Documentary filmmaking  
Certificate

● **Google digital garage**

**2020**

Fundamentals of digital marketing  
Certificate



**VOLUNTEER EXPERIENCE**

● **Yellow Movement**

In recognition of outstanding contribution in 2019 yellow movement Valentine's day fundraising conducted to support students of Addis Ababa university

● **DFA**

In recognition of valuable contribution as a volunteer for and during the fifth edition of Addis Foto Fest 2018 organized by Desta For Africa.

● **Ethio project 5**

Member of ethio project 5 student's charity association Aug 2015- present in teaching on summer break.