



HOPE SALIBA

Creative Director

📞 954-682-4574

✉ hopesaliba@gmail.com

📍 Fort Lauderdale, FL

PROFESSIONAL SKILLS

- Creative Development
- Marketing Strategy
- Brand development
- UX/UI Design
- Website Design
- Print + Digital Design
- Digital Marketing/Strategy Management
- Project Management

PROGRAM SKILLS

- ADOBE SUITE 2022:
 - Illustrator
 - Adobe XD
 - Photoshop
 - InDesign
 - Lightroom
- CANVA
- SLACK
- CLICKUP
- ASANA
- ONE SIGNAL
- MAILCHIMP
- WORDPRESS

PERSONAL SKILLS

- Ability to work fast and adhere to deadlines while producing high quality output
- Self-starter and self-motivator that can work independently with minimal supervision
- Ability to work across numerous projects with competing deadlines and effectively prioritize deliverables
- Dynamic team player with well developed communication skills
- High level of Customer Service
- Time Management Skills with quick response time
- Project Management
- Analytical Thinker
- Flexible
- Incredibly good attitude with high value in treating people with respect
- Teachable perspective

CREATIVE DIRECTOR & BRAND MANAGEMENT EXPERIENCE | 2017-2022

- 5+ years of experience in creative production, managing teams, and marketing goals.
- Managed teams with exceptional collaborative and interpersonal skills.
- Proficient in project management software and social media management software.
- Experience managing creative projects, creative teams, and web developers, from start to finish for marketing strategies, digital campaigns, and brand goals.
- Designed and maintained email campaigns that reached 55,000+ recipients.
- Experience in building brands from the ground up.

DIGITAL + GRAPHIC DESIGN EXPERIENCE | 2010-2022

- 12 years of design experience.
- Proficient in Adobe Creative Cloud software and Canva.
- Experience with HTML/CSS/Javascript working with web developers on websites, Ui/Ux design, emails, and apps.
- Refined understanding of design fundamentals: typography, color, layout, composition, imagery, and what it communicates.
- Excellent portfolio with experience in crafting high-impact designs and friendly user interfaces.
- Assisted in the designed of an app with a user base of over 30,000+ members.

CLIENTS INCLUDE

- Every Mother's Advocate | 2016-2022
- MoneyWise Media | 2017-2022
- Re/Max Real Estate | 2018-2022
- National Christian Foundation of South Florida | 2017-2021
- Keller Williams Realty | 2018-2019
- Live the Life Ministries | 2019-2022
- Ser-mat | 2018-2019
- Kingdom Advisors | 2018-2019
- Ron Blue Institute | 2018
- Coral Ridge Presbyterian Church | 2010-2019

EDUCATION

BACHELOR OF ARTS, Intercultural Studies
Liberty University | 2008-2011

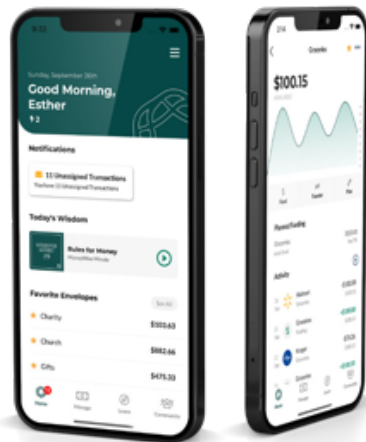
PROJECT PORTFOLIO

BRAND: Print + Digital



APP:

MoneyWise: Biblical Fin...
Envelope Budgeting & Wisdom
★★★★★ 41 [GET](#)



VIDEO | Role: Producer



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