

# PAMELA INSIXIENGMAY

A **visual designer and social media marketer** who passionately tells stories, has curiosity for human solutions and drives to design with purpose, aiming for social change that enriches communities and embraces diverse cultures.

## CONTACT

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## EDUCATION

**San Jose State University**  
B.A. Graphic Design

**Mission College**  
A.S. Graphic Design

## SKILLS

**Tools**  
XD / Figma / Blender /  
Illustrator / Indesign / After Effects

**Design**  
Branding / Product Design /  
UXUI / Presentation Design

**Marketing**  
Digital Marketing / Content Creation /  
Social Media Management / SEO

## AWARDS & ACKNOWLEDGEMENTS

**Designing Work Worth Doing Gallery, San Jose State University**

**"Best Presentation" in the  
Big Ad Challenge by SVBJ**

Winner of a B2B challenge run by the Silicon Valley Business Journal tasked with creating an advertising campaign, a powerpoint presentation, and planning a media buy of \$25,000.

## EXPERIENCE

**Social Media Marketing Intern** | Top of the Town Marketing | Jan. 2024–Present

- Collaborated with clients to understand their brand identity, target audience, and marketing objectives, tailoring content creation and strategy implementation to meet their specific needs and goals.
- Grew a client's reach 2,500% from the first month working together by performing market research and competitor analysis to gain insights into industry trends, audience preferences, and competitive strategies, informing content creation and campaign planning
- Conducted monthly KPI analytics for clients to evaluate the performance of social media marketing efforts and identify areas for improvement or optimization
- Develop and maintain a comprehensive content calendar outlining planned posts, graphics, reels, and branding initiatives to ensure consistent and timely content delivery across all social media platforms
- Regularly experiment with new content formats and strategies, adapting approach based on client objectives, campaign goals, and relevant events to maximize engagement and impact

**Production and Public Relations Intern** | 1:11 Agency & AATRI | Feb. 2024–Present

- Created strategic outreach to businesses and artists, fostering partnerships for events, documentaries, and short series
- Conducted strategic outreach and achieved successful partnerships with key stakeholders, driving revenue growth
- Received recognition for visually stunning project materials, such as mood boards and project pitches, contributing to project funding
- Supported brand efforts by compiling research databases, creating moodboards for concepts and creative briefs, and generating ideas for production
- Assigned brands under tenure were Beyonce's Parkwood Entertainment, Lexus, Meta, Instagram

**Graphic & Web Design Intern** | Eating Disorders Resource Center | Nov. 2023 – Mar. 2024

- Implemented HTML coding to enhance web design, significantly improving UX/UI elements and functionality
- Directed logo and brand updates, ensuring alignment with evolving brand strategies and market trends
- Conceptualized and produced impactful event flyers and social media posts, driving engagement 1,200% and showcasing brand visibility across diverse platforms

**Communication Designer & Social Media Freelancer** | The Herban Hapa | Oct. 2023–Dec. 2023

- Collaborated closely with teams to communicate and iterate through sketches, storyboards, wireframes, and prototypes to translate visions to actual products, posts, and campaigns
- Created e-commerce and social media platforms, growing engagement by 40% through communicative UI and visual design spanning web, mobile and print media
- Founded original brand identity to improve the company's visual style and approach, resulting in a 100% increase in consumer appeal

**Product Designer and Digital Marketer** | PamiiBug | Aug. 2020–Present

- Independently operated sole proprietorship from design, digital marketing, creative direction, manufacturing, and tradeshow sales
- Conducted market research and developed campaigns that reached over 50,000 viewers via YouTube, Tiktok, and Instagram.
- Created original products that reflects a cohesive visual style and tone leading to \$2,000+ in revenues

**Graphic Designer and Illustrator Volunteer** | Stories for Solidarity | Jun. 2020–Dec. 2021

- Contributed as a visual designer and photographer to promote non-profit community initiatives, enhancing audience engagement and amassing a grant of \$5,000
- Coordinated research plans within non-profit world through community outreach, user inter-