

MOHAMMED JAMA

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DESIGNER, 3D ARTIST, DIGITAL MARKETING

I AM A DESIGNER AND 3D ARTIST WITH DECADES OF EXPERIENCE IN BRAND STORYTELLING, 3D VISUALIZATION, AND MOTION GRAPHICS. MY PROFICIENCY IN ADOBE SUITE, BLENDER, UNREAL ENGINE, AND AI AUTOMATION TOOLS ENABLES ME TO DELIVER IMMERSIVE VISUAL CONTENT. I EXCEL AT CRAFTING ENGAGING NARRATIVES THAT CONVEY COMPLEX IDEAS, ENHANCING BRAND RECOGNITION AND FOSTERING AUDIENCE INTERACTION ACROSS DIGITAL PLATFORMS.

WORK HISTORY

2024 – PRESENT

FREELANCER GRAPHIC DESIGNER | 3D ARTIST | CREATIVE STRATEGY

Provides graphic design, 3D product animation, and motion design services.

- DESIGNED AND DEVELOPED COMPELLING VISUAL CONTENT, INCLUDING BRANDING MATERIALS, 3D MODELS, AND BRAND STRATEGY, LEADING TO A 30% INCREASE IN CLIENT ENGAGEMENT.
- CREATED HIGH-QUALITY 3D VISUALIZATIONS AND ANIMATIONS FOR MARKETING CAMPAIGNS, PRODUCT PRESENTATIONS, AND SOCIAL MEDIA.
- PRODUCED DYNAMIC MOTION GRAPHICS FOR DIGITAL ADVERTISING, CONTRIBUTING TO A 25% INCREASE IN CONVERSION RATES.
- DEVELOPED VARIOUS INDUSTRIES' BRAND IDENTITIES, PRINT MATERIALS, AND MULTIMEDIA CONTENT.
- COLLABORATED WITH CLIENTS AND MARKETING TEAMS TO DELIVER CUSTOMIZED CREATIVE SOLUTIONS.

JANUARY 2020 – DECEMBER 2023

ART DIRECTOR & SOCIAL MEDIA STRATEGIST | ALFANOUS TEAM (REMOTE)

A creative agency focused on integrated digital marketing solutions.

- LED THE CREATIVE VISION FOR HIGH-IMPACT DIGITAL CAMPAIGNS, INTEGRATING BRANDING, AND MULTIMEDIA DESIGN.
- DIRECTED A MULTIDISCIPLINARY CREATIVE TEAM, OVERSEEING CONCEPT DEVELOPMENT, VISUAL EXECUTION, AND CAMPAIGN DELIVERY.
- DEVELOPED AND IMPLEMENTED STRATEGIC, DATA-DRIVEN SOCIAL MEDIA PLANS THAT INCREASED AUDIENCE ENGAGEMENT BY 50%.
- DESIGNED AND MANAGED THE PRODUCTION OF BRANDING ASSETS, INTERACTIVE CONTENT, AND MARKETING COLLATERAL ACROSS DIGITAL AND PRINT PLATFORMS.
- COLLABORATED WITH CLIENTS AND INTERNAL TEAMS TO TRANSLATE MARKETING OBJECTIVES INTO COMPELLING CREATIVE STRATEGIES.
- LEVERAGED ANALYTICS TO MEASURE CAMPAIGN PERFORMANCE, REFINE STRATEGIES, AND MAXIMIZE ROI.
- MAINTAINED BRAND CONSISTENCY ACROSS ALL COMMUNICATION CHANNELS WHILE FOSTERING INNOVATIVE AND IMPACTFUL DESIGN SOLUTIONS.

OCTOBER 2022 – DECEMBER 2023

MEDIA OFFICER | SAFE ROAD FOR PEACE & DEVELOPMENT ORGANIZATION

An organization focused on social development initiatives.

- LED THE MEDIA TEAM IN MANAGING WEBSITE CONTENT, SOCIAL MEDIA PLATFORMS, AND DIGITAL CAMPAIGNS, ACHIEVING A 50% INCREASE IN ONLINE ENGAGEMENT WITHIN SIX MONTHS.
- DIRECTED THE CREATION OF SUCCESS STORIES, AWARENESS CAMPAIGNS, AND MULTIMEDIA CONTENT THAT BOOSTED CAMPAIGN ENGAGEMENT BY 20%.
- OVERSAW COLLABORATION BETWEEN FIELD TEAMS, PROGRAM DEPARTMENTS, AND EXTERNAL PARTNERS TO GATHER COMPELLING CONTENT AND DELIVER HIGH-IMPACT MEDIA INITIATIVES, IMPROVING AUDIENCE SATISFACTION BY 30%.
- DEVELOPED CREATIVE CONCEPTS FOR COMMUNICATION STRATEGIES, SPEARHEADED CAMPAIGN DESIGN, AND LED A PR INITIATIVE THAT INCREASED MEDIA COVERAGE BY 35%.
- MONITORED AND ANALYZED PERFORMANCE METRICS ACROSS CHANNELS, IMPLEMENTING DATA-DRIVEN IMPROVEMENTS THAT ENHANCED OVERALL ENGAGEMENT BY 25%.

DECEMBER 2020 – JUNE 2022

MEDIA ASSISTANT | SUSTAINABLE AND DEVELOPMENT FOUNDATION

An organization dedicated to sustainable development initiatives.

- MANAGED WEBSITE CONTENT, SOCIAL MEDIA PLATFORMS, AND DIGITAL MARKETING CAMPAIGNS, INCREASING ONLINE ENGAGEMENT BY 50% WITHIN SIX MONTHS.
- DESIGNED AND PRODUCED SUCCESS STORIES, CAMPAIGN MATERIALS, AND MULTIMEDIA CONTENT THAT BOOSTED AWARENESS CAMPAIGN ENGAGEMENT BY 20%.
- COLLABORATED WITH FIELD TEAMS, PROGRAM DEPARTMENTS, AND EXTERNAL PARTNERS TO GATHER CONTENT, DEVELOP ACCURATE NARRATIVES, AND DELIVER HIGH-IMPACT MARKETING EXPERIENCES, IMPROVING AUDIENCE SATISFACTION BY 30%.
- GENERATED CREATIVE IDEAS FOR COMMUNICATION INITIATIVES, LED CAMPAIGN DESIGN, AND EXECUTED A PR CAMPAIGN THAT INCREASED MEDIA COVERAGE BY 35%.
- MONITORED PERFORMANCE METRICS ACROSS CHANNELS, USING DATA-DRIVEN INSIGHTS TO OPTIMIZE CONTENT STRATEGIES AND ACHIEVE A 25% RISE IN AUDIENCE ENGAGEMENT.

MARCH 2018 – NOVEMBER 2020

SENIOR GRAPHIC DESIGNER | QAIS OFFICE

A design agency specializing in branding and visual communications.

- LED THE CREATION OF VISUALLY COMPELLING DIGITAL AND PRINT ADVERTISEMENTS FOR MULTIPLE BRANDS.
- DESIGNED CREATIVE LAYOUTS AND MARKETING ASSETS FOR SOCIAL MEDIA CAMPAIGNS.
- COLLABORATED WITH MARKETING TEAMS TO REFINE VISUAL CONCEPTS AND ENSURE BRAND CONSISTENCY.
- SUPERVISED JUNIOR DESIGNERS, PROVIDING MENTORSHIP AND QUALITY CONTROL.

APRIL 2015 – JANUARY 2018

GRAPHIC DESIGNER | NANO OFFICE

A creative studio focusing on graphic design services.

- DESIGNED BRANDING MATERIALS INCLUDING LOGOS, STATIONERY, AND MARKETING COLLATERAL.
- CREATED LAYOUTS FOR PRINT AND DIGITAL ADVERTISING CAMPAIGNS.
- PRODUCED SOCIAL MEDIA GRAPHICS THAT INCREASED AUDIENCE INTERACTION BY 25%.
- COLLABORATED WITH CLIENTS TO DELIVER TAILORED, HIGH-QUALITY VISUAL SOLUTIONS.

EDUCATION & CERTIFICATION

COLORADO, USA _____ | AUGUST 2025
BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION | UNIVERSITY OF PEOPLE
JUNE 2025 _____ | COURSERA – ONLINE
Google Data Analytics Professional Certificate JULY 2024
JULY 2024 _____ | COURSERA – ONLINE
GOOGLE DIGITAL MARKETING AND E-COMMERCE PROFESSIONAL CERTIFICATE
JULY 2024 _____ | COURSERA – ONLINE
GOOGLE PROJECT MANAGEMENT PROFESSIONAL CERTIFICATE

CORE SKILLS

Technical & Creative Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere)
- Blender • Cinema 4d • Unreal Engine 5 • Substance 3d Painter • Microsoft Office

Creative Expertise

3D Visualization & Product Animation • Visual Design & Branding • Motion Graphics • Graphic Design for Web & Print • Media Production & Post-Production • Storytelling & Creative Direction • Short-Form Video Editing

Marketing & Digital Strategy

Digital Marketing Campaigns • Social Media Marketing & Management • Content Creation & Strategy • E-Commerce Marketing • Email Marketing • Marketing Analytics • Data-Driven Campaign Optimization

Professional Competencies

Leadership & Team Management • Project Management & Workflow Optimization • Cross-Functional Collaboration & Communication • Creative Problem-Solving & Innovation • Time Management & Deadline-Oriented • Adaptability & Flexibility • Self-Motivation & Initiative • Conflict Resolution & Negotiation

ACTIVITIES AND HONORS

- Actively participated in the "Plan B, Not Planet B" online campaign for the Resonate Initiative, contributing to the promotion of environmental sustainability and raising awareness through digital media strategies.
- Led the Broadcasting of New Generation (BNG) initiative as a Media Officer, coordinating activities and managing media for youth-focused events.
- Organized and conducted training workshops on graphic design for refugees in collaboration with the Adventist Development and Relief Agency (ADRA).
- Actively participated in organizing events for the Sustainable Development Foundation (SDF), including International Volunteer Day activities.
- Served as a Marketing Representative for Roa7 Dafiya, a youth initiative under SDF, contributing to strategic planning and campaign execution.

REFERENCE

Available upon request