

# Dyani Andrewin

Hawthorne, California · (310) 384 -2558 · [dyani.andrewin@gmail.com](mailto:dyani.andrewin@gmail.com)  
[LinkedIn](#) · [Behance](#)

## Education

### **COOP Careers - Digital Marketing Apprenticeship**

June 2024

- Engaged in a 16-week apprenticeship program, acquiring expertise in SEO writing, SEM Ads, Facebook/Instagram Ads, Twitter Ads, LinkedIn Ads, Programmatic Ad buys, & more
- ~200 hours of instruction time with a hands-on mastery of digital marketing platforms, communication/presentation training, networking, and client work with actual companies
- A highly selective program that admits underemployed college graduates from underresourced & marginalized communities

### **California State University, Dominguez Hills**

August 2023

*Bachelor of Arts in Design, Minor in Psychology*

---

## Technical Skills & Certifications

- **Certifications:** Google Search Certification, Google Measurement Certification
- **Skills:** Excel (Pivot Table and VLookup), Microsoft Office, Adobe Creative Cloud, Google Suite

---

## Projects

### *Sweets Collections, Brand Awareness and Workshop Social Media Campaigns (Canva and Figma)*

May 2024

- Designed a Facebook post mockup and an Instagram post mockup using Canva and Figma, where 43% of the targeted audience resides in the San Francisco area.
- Created 2 calls of action and provided hashtags to market the business itself and its jelly cake workshops.
- Brand visibility has increased by 27% for the engagement of the social media campaigns.

### *Loker Student Union, Open House Proposal (Adobe Illustrator and Photoshop)*

February 2023 – May 2023

- Created a mood board with 6 toro emoji polaroid pins and designed 2 t-shirt logos with Illustrator for Toro Days event, resulting in 19% of merchandise distributed.
- Produced 11 merchandise mockups and 1 Instagram promotion mockup using Photoshop for 3,000 attendees as a teaser.
- Received a 89% score from the CSUDH Design Portfolio Team for executing final designs in mockups.

---

## Work Experience

### **CSUDH Outreach Services**

Carson, CA

*Social Media Assistant*

August 2022 - May 2023

- Participated in 5% of reels on CSUDH Admissions' TikTok and Instagram to engage with students.
- Designed 10 stills for financial aid workshops, and published on Admissions' Instagram Stories that led to 17% of attendance.
- Organized and designed a flyer for prospective students and printed 3,000 copies for Toro Day.
- Assisted prospective and current students in regards to financial aid questions using Instagram Direct Messages.

### **Belkin International**

El Segundo, CA

*Global Marketing Intern*

March 2020 - May 2020

- Researched a local competitor and created an analysis to present findings to performances, resulting in motivating the Linksys and WeMo's Marketing Teams to create strategic marketing plans.
- Developed a PowerPoint presentation showcasing how a Linksys router is a "hero" of a home setup, inspiring the marketing manager and consultant to implement a cartoon design.
- Spearheaded 6 Excel promotional templates based on Belkin's marketing calendar of each sub-brand, and communicated weekly reports with the ecommerce marketing team.