



**KAREN
THAM**

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EXPERIENCE

Natus Inc. - Sierra Madre, CA

Jul 2017 - Present

Graphic Designer

- Oversee brand designs for multiple brands within the company
- Design marketing and sales collateral, including presentations, catalog sheets, web banners, Google ads and social media content
- Produce CAD mockups for backpack designs in collaboration with online influencers
- Create effective product packaging with informational hang tags and box art
- Retouch and recolor high volumes of lifestyle and product photos weekly

YouTube (Freelance)

Aug 2014 - Present

Video Producer & Editor

- Independently write, film, and edit DIY, beauty, and lifestyle videos with over 600,000 total views
- Storyboard video shots to effectively manage production timeline
- Utilize strong written and verbal communication skills to present a logical flow of information in a concise, engaging manner
- Create a consistent visual theme for the channel using stylized typography, graphics, and editing techniques

Fanale Drinks - Hayward, CA

Feb - Jun 2016

Graphic Designer / Marketing Coordinator

- Produced all sales and marketing assets for print and web, such as: videos, banners, catalog sheets, flyers, emails, and blog posts and website content
- Guided B2B clients on brand development and logo designs
- Managed social media accounts on Hootsuite with consistent weekly posts, increasing engagement by at least 50% on all platforms
- Maintained website on Shopify's CMS by editing product pages and product photos

Ever Ivy - Concord, CA

Jan - Sep 2015

Social Media Content Manager

- Developed marketing campaigns for digital branding and social media outreach
- Maintained editorial calendar and curated daily posts on social media accounts to increase followers and engagement across all platforms
- Created digital marketing assets, including photo and video content for social media, website, newsletters, and blog
- Wrote weekly blog posts about fashion, beauty, and lifestyle trends

EDUCATION

University of California, Riverside

2010 - 2014

Media and Cultural Studies, Global Studies

- Study abroad program: Arts, Politics, Society & Space (London, UK)

SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere, After Effects, Lightroom

Software & Platforms: Microsoft Office, Google Drive, Wordpress, Shopify, Hootsuite

Languages: Cantonese (conversational), Spanish (basic reading, writing, speaking)

Other: social media, digital photography, retouching, copywriting, HTML/CSS