



HERBERT IDALGO NOUTADIE FOSSOUO

Graphic Designer / Videographer / Video Editing

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EXPERIENCE

Herbert Yonetim Danismanligi Limited Sirketi
Owner — *Cleveland, Ohio*

January 2021 – PRESENT

- Creative direction and Project Management
- Videography and Video production
- Client Relationship Management
- Business Development and Marketing

Senior Graphic Designer / Videographer / Video Editor

- Work with editorial, product marketing, social, and creative teams to design marketing videos
- Create graphic design standards for motion graphics, improving brand consistency
- Integrate music, voice over, and sound effects to enhance video content
- Design static and video assets, utilizing different styles and approaches included in public campaign efforts
- Contribute design ideas in early planning stages with customers and project managers
- Build corporate brand by designing cohesive looks between elements such as logo and letterheads

AA Auto Truck Otomotiv Ihracat Limited Sirketi

Senior Graphic Designer / Videographer / Video Editor — *Ankara, Turkey* *Oct 2022 – Mar 2023*

- Developed design concepts for clients including consumer products, electronics, and enterprise technology, utilizing Adobe Photoshop and Illustrator
- Created visual content for Facebook and Instagram posts
- Redesigned company logo and business cards enhancing brand image
- Designed promotional event materials including t-shirts, flyers, banners for use at 20+ tradeshows
- Used PowerPoint to create a template that became the company standard for internal, sales, and shareholder presentations

Alibaba.com

Online Wholesale and retail Manager — *Istanbul, Turkey* *Sept 2021 – Jun 2023*

- Managed relationships with a diverse portfolio of 245 wholesale and retail clients, ensuring exceptional service delivery and fostering long-term partnerships.
- Demonstrated strong problem-solving skills by resolving 80% of client issues promptly, leading to a 96% increase in overall client satisfaction ratings
- Processed an average of 53 orders per month, maintaining a meticulous attention to detail and achieving a 78% reduction in order processing time through process optimization initiatives.
- Utilized advanced data analytics tools to analyze market trends and consumer behavior, providing strategic insights to clients, resulting in a 90% increase in their sales on the Alibaba platform within 15 days.
- Led engaging and informative training sessions for clients, equipping them with the knowledge and skills to optimize their product listings, leverage Alibaba's marketing tools, and capitalize on emerging e-commerce trends.

Freelance

Graphic Designer / Videographer / Video Editing — *Lyon, France* *Feb 2016 – Jan 2021*

- Established and managed a freelance graphic design business assisting companies in brand development
- Spearheaded visual identity including brand positioning, promotions, and digital marketing for different companies
- Created compelling advertising content including catalogs, menus, business cards, flyers, posters, t-shirts, and product packaging to maximize brand awareness within target audience
- Produced promotional materials such as logo design, gif animations, videos, brochures, and flyers on social media
- Project management through effective coordination and delegation of multiple projects
- Meticulously followed client brand guidelines ensuring brand consistency across marketing campaigns
- Videography and editing for multiple companies' advertisements

SKILLS

Adobe:
After Effects
Illustrator
InDesign
Photoshop
Premiere Pro

Canva
Design Strategy
Figma
Final Cut
Leadership
Microsoft Word / PowerPoint
Photography & Editing
Time Management
Video Production

EDUCATION

Ecole Supérieure des métiers artistiques
M.A Animation 2D-3D
2016-2018

Université Yaounde I
B.A Theater and Cinema
Criticism
2013-2016

LANGUAGES

French
Native

English
Full professional proficiency

Turkish
Full professional proficiency