



# ANDREW MARCELLO

Video Content Creator | SMM Executive



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/andreewmarcello



https://andrewmarcello.com

## EXPERTISE

- ▶ Digital Marketing
- ▶ Social Media Marketing
- ▶ Video Content Creation
- ▶ Graphic Design
- ▶ Video Shooting
- ▶ Video Editing
- ▶ Photography
- ▶ Product Photography
- ▶ Thumbnail Creation
- ▶ Website Management
- ▶ Email Marketing

## EDUCATION

**Bachelor in English**  
Yadanarbon University  
2018 - 2023  
(not yet attested)

## LANGUAGES

- ▶ English
- ▶ Burmese

## WORK EXPERIENCE

**Social Media Manager | Content Creator** MAY 2024 – PRESENT  
SRM Real Estate Brokerage LLC

- Led **full rebranding**, from **logo redesign** to a cohesive **digital brand identity**
- **Designed** and managed **visual assets** across **Instagram, LinkedIn, email**, and **WhatsApp**, boosting engagement and leads
- Produced **short-form videos** for **corporate** and **personal brands**, fueling consistent growth on **Instagram** and **LinkedIn**
- Designed and developed **SRM's official website** with a modern, conversion-driven approach

**Social Media Executive | Content Creator** JUNE 2024 – FEB 2025  
Lab of Future - Dubai

- **Video Production:** Produced **300+ short videos** end-to-end, increasing Instagram followers by **120%**
- **Graphic Design:** Designed eye-catching **social graphics** that enhanced campaign impact
- **Email Marketing:** Built **brand-aligned newsletters** to boost email engagement
- **Content Creation:** Created content strategies that elevated brand presence and audience engagement

**Digital Marketing Specialist** MAY 2022 – APR 2024  
Lean On Marketing Lab

- Led content strategies for SMEs in Myanmar, boosting engagement by 30% and conversions by 25%
- Created high-quality visuals using Adobe Suite and Canva for blogs, infographics, and newsletters
- Shot and edited promo videos and social content, driving a 30% rise in video engagement

**Video Content Creator** NOV 2020 – MAY 2022  
T4U2 - Tech For You Today [Formerly AnycallTV]

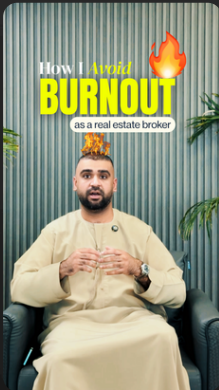
**Content/ Copywriter** DEC 2020 – NOV 2020  
T4U2 - Tech For You Today [Formerly AnycallTV]

# RECENT WORKS

@SRM REAL ESTATE

## SHORT-FORM VIDEOS

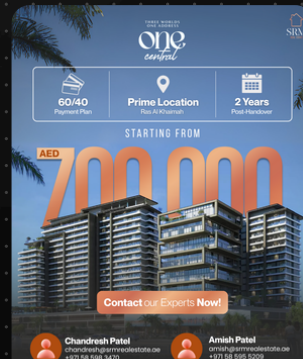
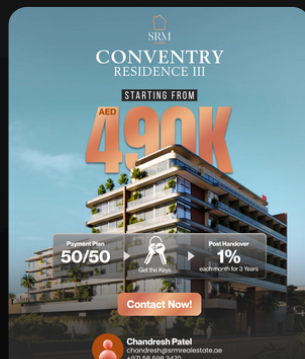
[Click on the thumbnail to see the video](#)



@RAMJI\_DXB

@SRM REAL ESTATE

## CREATIVES & CAROUSELS



@SRM REAL ESTATE

## WEBSITE DESIGN

<https://srmrealestate.ae>

## EMAIL MARKETING MATERIALS

[Click here to view emails as PDF](#)

SRM Test Web (Beta)

Kindly visit my **portfolio website** for further projects and details.