




# ANDREW MARCELLO

Video Content Creator | SMM Executive

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 Al Rigga, Dubai

 <https://bit.ly/Andreew-Portfolio>

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## EXPERTISE

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

## EDUCATION

**Bachelor in English**  
Yadanarbon University  
2018 - 2023

## LANGUAGE

- ▶ English (Fluent)
- ▶ Burmese (Native)

## WORK EXPERIENCE

### Social Media Executive

JUNE 2024 - PRESENT

Lab of Future - Dubai

- **Video Production:** Created 200+ Videos while managing full-cycle video production for social media, growing instagram followers by 120%
- **Graphic Design:** Developed visually compelling social media graphics, boosting campaign appeal and audience interest.
- **Email Marketing:** Crafted visually engaging newsletters with clear, brand-consistent messaging to improve subscriber interaction.
- **Content Creation:** Executed social media strategies and posts that strengthened brand presence and user engagement.

### Digital Marketing Specialist

MAY 2022 - ARR 2024

Lean On Marketing Lab

- Developed and executed content strategies for various SMEs in Myanmar, increasing engagement by 30% and conversions by 25% on average.
- Utilized design tools such as Adobe Creative Suite (Photoshop, Lightroom) and Canva to produce high-quality, engaging graphics for blog posts, articles, infographics, and newsletters.
- Planned, shot, and edited promotional videos and social media content, resulting in a 30% increase in video engagement.

### Video Content Creator

NOV 2020 - MAY 2022

T4U2 - Tech For You Today [Formerly AnycallTV]

- created over 500 engaging tech video contents (Youtube Videos) which contributed to 3500% increase in new subscribers growth
- worked closely with Smartphone Brands and other Exterior Clients to produce high-quality sponsored contents, driving substantial revenue growth
- single-handedly captured and designed the thumb-stopping video thumbnails for each and every video