


RICKY PROSPER

DIGITAL MARKETING PROFESSIONAL

Dynamic eCommerce professional with over three years of hands-on experience in visual design, branding, and digital merchandising. Adept at creating engaging product detail pages, optimizing listings for search engines, and maintaining online catalogs. Proven ability to drive eCommerce sales through effective use of SEO and creative content. Strong background in collaborating with cross-functional teams to develop and execute digital marketing strategies that enhance brand consistency and customer experience.

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EXPERIENCE - In Order of Relevance

ECOMMERCE MARKETING MANAGER

Primos Hemp Dispensary | Jun 2022 - Mar 2023

Developed and solidified brand identity, created media kits including logos, marketing materials, and website designs. Designed packaging for in-house products and managed content for media channels. Collaborated with production partners and freelance designers to bring products to life, ensuring consistent and engaging branding across all platforms.

CREATIVE DIRECTOR

Unveiled Arts | May 2021 - Present

Designed visually impactful marketing materials and optimized content for web presence. Collaborated with cross-functional teams to execute creative design solutions, ensuring adherence to brand guidelines. Oversaw multiple projects simultaneously, prioritizing tasks and meeting deadlines. Provided creative direction and oversight to ensure cohesive and compelling visual storytelling across all marketing channels.

ASSISTANT MANAGER

Caspa LLC | May 2019 - Present

Assisted in managing cleaning operations, inventory cataloging, and maintaining client relations. Oversaw the design and production of the company website and marketing materials. Provided team leadership, conducted quality checks, and ensured adherence to company standards.

PERSONAL BANKER

Citizens Bank | June 2018 - May 2019

Provided exceptional customer service by responding to inquiries in a timely manner and exceeded customer satisfaction metrics, resulting in an increase in customer loyalty scores. Developed customized financial product solutions to meet customers' needs by effectively utilizing financial services knowledge and experience with strategic recommendations and product education.

EDUCATION

SONY FILMMAKERS BOOTCAMP

Unique Photo | November 2023

Gained expertise in pre-production planning, production techniques, and post-production editing. Acquired business insights on equipment investment, personal branding, and client management for executing client-centric social media campaigns.

SKILLS

Meta Marketing Tools

Research

Graphic Design

Copy Writing

SEO

E-commerce Management

Video Production

Brand strategy

Marketing Strategy

Multitasking

Content Planning

Photography

CERTIFICATES

META CERTIFIED DIGITAL MARKETING ASSOCIATE

Meta, September 2023

FIGMA FOR UX DESIGN

LinkedIn, August 2022

WRITING AD COPY

LinkedIn, May 2017

TECH SKILLS

- Microsoft Office
- Photoshop
- Lightroom
- Illustrator
- Figma
- Canva
- Meta Marketing suite
- Shopify
- Windows OS
- MAC OS