

ADVERTAINMENT AMERA FATTAH

BRANDVERTISER 313.480.4039 | CONTACT@AMERAFATTAH.COM | AMERAFATTAH.COM

- B2B & B2C Operations
- Public Relations
- Community & Client Relations
- Experiential Marketing
- Content & Creative Writing
- Public Speaking
- Multimedia Marketing
- Brand Advertising
- Event Design & Management
- Graphic Design
- Training & Development
- Brand Strategies

BRAND IDENTITY | COMMUNITY RELATIONS | EXPERIENTIAL MARKETING

Distinguished team leader dedicated to business development through strategic visioning, full-spectrum multi-media marketing, and innovative implementations. Results-driven and highly motivated brand strategist with diverse background in multiple industries. Creative entrepreneurial leader strategies, with proven ability to leverage all aspects of marketing to drive revenue growth, construct community connections and revitalize company practices.

Suite Storees, founder & brandvertiser

Brand Designer | 2021 - present day

Suite Storees is an innovative shift on a media and entertainment company that is connecting Michigan communities via advertainment: advertisement + entertainment. A Suite Storees' entertainment emporium is a catalyzing social platform for creatives and creators to come together and capture their content in our immersive and transformative social content house: a destination you were destined for.

As a brand designer and event planner, I design logos, websites, invitations and brands out of identities. Designing brand identities has become an art form to me and I wanted to honor my clients and their brilliancy by creating an extension of advertising called brandvertising. Brand Designers capture entrepreneurial journeys from a suite to C-Suite and translate them to artifacts (brandvertisements). We capture these artifacts and organize them into collections of purpose and FUNCTIONALITY. See the Sweet Spots @ SuiteStorees.com.

EXPERIENCE

EVENTISTRY & CO., Owner & CEO

Wedding & Event Designer | 2014-2021

Eventistry is a full-service events, invitations, and design company based in Metro Detroit.

- Conceptualized brand identity designs + programs for 20+ diverse portfolio of business owners varying from real estate brokers, restaurateurs, musicians, fashion designers, and social media influencers.
- Designed 200+ various graphic design works including website design, logos, print marketing material, billboards, and digital media.
- Designed and curated content for 10+ websites of diverse industries including real estate, interior design, nonprofit, etc.
- Planned and coordinated weddings with attendees from 200 to 600, managing budgets from \$25K to \$125K.
- Created marketing plans and public relations strategies that doubled website traffic and social media following for local small businesses.
- Crafted several customized pieces of content for various brands such as creative writing, video teasers, and styled photo shoots.
- Manage administrative duties including preparing event and client contracts, including contract negotiations and sales.
- Curated and Created Dateopia: A deliverable date night gift kit box
- Coordinated company corporate events, trade shows, and grand openings for events with over 600 attendees.
- Manage all Eventistry business operations including marketing strategies, customer acquisition, business planning, new employee hiring and training, and financial planning.

ADVERTAINMENT AMERA FATTAH

BRANDVERTISER 313.480.4039 | CONTACT@AMERAFATTAH.COM | AMERAFATTAH.COM

Berkshire Hathaway HomeServices | The Loft Warehouse

Marketing Coordinator | 2017-2018

- Curated design campaigns for all company marketing including video creation, social media postings, agent branding and corporate branding.
- Published 15+ array of print promotional pieces including new development brochures, building wide signage and branded distribution pieces - featured in HOUR Detroit and BHHS publications
- Coordinated with investors, Realtors, internal staffing, brokers and community network to expand outreach of company merger from the Loft Warehouse to Berkshire Hathaway HomeServices: The Loft Warehouse
- Lead Marketing for 9 on 3rd Townhomes brand design and development
- Coordinated marketing strategies for Saint Paul on the Blvd project development
- Coordinated marketing design and brand pitch for Philip Houze Detroit
- Coordinated pre-sale events and designed marketing campaigns for Saint Charles Residences X Banyan Investments
- Curated and Conceptualized series of events including sold-out Detroit DeLuxe Home Tours: A luxury private + exclusive event series of Detroit's Luxury Residential Properties as a impactful networking experience
- Designed + Managed over 100 company marketing email campaigns, postcard campaigns and community outreach
- Coordinated and hosted open house events, project development grand openings, and investor relation meetings.
- Coordinated with 20+ Realtors to train and implement BHHS brand consistency and coherency
- Planned and coordinated company internal events including Holiday Parties, Networking Events, and Staff Marketing Communication Meetings

JMJ Phillip Group | Employment BOOST | think 313

Content Manager | 2015-2016

- Developed and launched Suits & Recruits, a series of corporate networking events, with sold-out attendance.
- Created and implemented B2B & B2C marketing strategies through social and multi-media management, SEO techniques, and community outreach.
- Increased monthly sales by over 53% through strategic sales planning, promotion planning, account management and sales forecasting and reporting while maintaining full sales operations of Employment BOOST.
- Redesigned and managing branding and corporate image of Employment BOOST.
- Produced over 400 pieces of content including editing, publishing and distribution of blogs, press releases, job postings, various marketing and promotional material and graphic designs.
- Managed websites including designing graphics, publishing content, and routine website maintenance.
- Served as management liaison and company leader in team development including internal events and training programs for multiple brands, handling multiple accounts.
- Served as press and media contact for all public relations, company media releases, and networking connections.
- Doubled web traffic and activity through research, development and implementation of all marketing and advertising campaigns, SEO strategies, and production of graphic design and media releases for all brands.
 - Assisted in development and integration of business plans, financial planning, and budget management for brands.

EDUCATION

Oakland University | Bachelor of Arts | Communication , Public Relations | **2009-2013**