



Bete Abrham

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Place of birth: Addis Ababa , Ethiopia | **Nationality:** Ethiopian | **Phone number:**

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ABOUT ME

Digital marketing and design professional experienced in developing eye-catching digital assets, social media content, and branding materials. Adept at turning marketing goals into high-quality visual designs that drive engagement and support business growth.

WORK EXPERIENCE

DIGITAL MARKETING MANAGER – CHIRARO DIGITAL SOLUTIONS PLC – 08/07/2024 – 07/08/2026 – ADDIS ABABA, ETHIOPIA

Main activities

- Designing digital and print collateral, including social media posts, promotional banners, flyers, and marketing materials.
- Creating visual identity assets, logos, brand guidelines, and vector graphics using industry-standard design tools.
- Developing custom visual components, icons, and layout mockups for websites and digital campaigns.
- Preparing print-ready prepress files (CMYK, bleeds) and web-optimized digital exports across required resolutions.

Responsibilities

- Ensuring all visual deliverables consistently align with corporate brand guidelines and quality standards.
- Collaborating with cross-functional marketing and technical teams to translate project briefs into actionable design concepts.
- Managing multiple design tasks simultaneously to deliver high-quality assets within established deadlines.
- Incorporating feedback from clients and internal stakeholders across iterative review cycles.

GRAPHIC DESIGNER – CHIRARO DIGITAL SOLUTIONS PLC – 08/07/2024 – 07/08/2026 – ADDIS ABABA , ETHIOPIA

Main Activities

- Concept Development – Brainstorming and creating visual ideas that align with client or project goals.
- Design Creation – Producing graphics for digital and print (logos, posters, social media posts, ads, packaging, brochures, etc.).
- Branding Work – Developing and maintaining consistent brand identity (color schemes, typography, layouts).
- Image Editing – Retouching, enhancing, and manipulating photos or illustrations.
- Layout Design – Structuring visual elements for websites, magazines, presentations, or reports.
- Collaboration – Working with marketing, content writers, developers, and clients to ensure design fits purpose.
- Prototyping – Creating mockups, drafts, or wireframes before final designs.
- Final Production – Preparing designs for printing, publishing, or digital launch.

Responsibilities

- Understand and interpret client briefs.
- Translate ideas into visually appealing designs.
- Stay updated with design trends, tools, and techniques.
- Ensure designs communicate the intended message clearly.
- Meet project deadlines and manage multiple tasks.

- Maintain brand guidelines and consistency across all media.
- Adapt designs for different platforms (social media, web, mobile, print).

● **EDUCATION AND TRAINING**

04/11/2024 – CURRENT Addis Ababa , Ethiopia
BACHELOR'S DEGREE Cpu College

Website www.cpucollege.edu.et/ | **Field of study** Business Management

GRAPHICS DESIGN Udemy

Website <https://www.udemy.com/certificate/UC-f4fb16b2-4e5a-42e8-91e8-2a381a8a347f/>

FUNDAMENTALS OF DIGITAL MARKETING Google

Website <https://skillshop.exceedlms.com/student/award/oa32Yn8nenfqCDhL1HCMxLxW>

SOCIAL MEDIA MARKETING HP-LIFE

Website <https://www.life-global.org/certificate/d4bd84db-551d-495b-bc77-8738637b9e18>

● **LANGUAGE SKILLS**

Mother tongue(s): **AMHARIC**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	A1	B1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **SKILLS**

Graphic Design

Adobe Photoshop | Adobe Illustrator | canva

Digital Marketing

SEO | SEM | Email Marketing | Social Media Marketing | Google Ads | Google Analytics | Facebook Ads