

# YURA FORA



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## ICE BREAKER

*"I want to make people's pupil swell with emotions."*

I believe our job as creative artists is to captivate the audience as if we are wise old men in the night sky, sitting under a fire telling stories to young children and we see their pupils swell with excitement; Then we have accomplished something.



**Favorite font:**

*Myriad Pro*

**Design style:**

*Simplicity and clean*

**I love:**

*Typography, Branding, but most of all Creative TV commercials, and print Ads.*

**Mindset:**

*Storyteller*

## PROFICIENCIES

### Software



### Programs



### Languages

English



日本語



Kiswahili



Somali



Oromo



# SKILLS

Graphic Design



Social media Marketing



Web Design / UI



Creative Direction



Photography



Content Strategy



# EDUCATION



**A.S in graphic and web design**  
Minneapolis College | 2008 – 2013



**High school diploma**  
Armstrong High School | 2005 – 2007

# PROFESSIONAL EXPERIENCE

## **Marketing Coordinator | January 2015 - Current**

**American Relief Agency for the Horn of Africa (ARAHA) - Columbia Heights, MN**

### Responsibilities

- Manage and promote social media pages.
- Create and manage marketing campaigns
- Maintain, promote and manage the website
- Attend events to promote ARAHA
- General graphic design work for campaign and marketing materials.
- Brand management
- Expand media exposure
- Run and create advertising campaigns.

### Accomplishments

- Re-established the brand identity
- Redesigned the website [www.araha.org](http://www.araha.org)
- Launched a successful crowd funding campaign for donors and supporters.
- Featured ARAHA on PBS News Hour
- Increased Facebook followers from 3,000 to over 70,000 in two years.
- Oversaw a 3 state poetry slam tour
- Helped to

### Skills Used

- Graphic Design
- Marketing
- Interpersonal skills.
- Numeracy and analytical ability.
- Teamwork.
- Web Design
- Promoting
- Oral and written communication skills.
- Creativity and imagination.

**Freelance Graphic & Web designer | 2013- 2017**

*Mpito - Saint Paul, MN*

Responsibilities

- Meet with clients
- Produce quote
- Market my brand
- Draft a contract
- Respond to emails
- Design, code, etc

Skills Used

- Graphic Design
- Client Relations
- Web Design
- Content strategy

**Graphic Designer (Contract) | August 2015- November 2016**

*Council on American-Islamic Relations-Minnesota Chapter ( CAIR-MN ) - Minneapolis, MN*

Responsibilities included preparing graphic files. Design flyers, brochures, campaign pieces. manage social media campaigns. Supervise a few interns, and actively work in developing innovative ways to promote the great work of the organization.

**Graphic Designer (Contract) | March 2014 to September 2015**

*Budget Marketing Solutions - Columbia Heights, MN*

Responsibilities

- Handle day to day operations of the print shop
- Following up with clients
- Collecting payments
- Setting up Site survey appointment for Sign installs.
- Supervising standard prints & large scale format prints (vinyl, cling, perf, banner foam core etc).
- Assisting with graphic and web design.
- Assisting in print production from cutting postcards, vinyl, banner + Grommets, Binding Books etc.
- Preparing and Sending files to production.

Accomplishments

- Designed and branded a couple fast food restaurant
- Re-branded Company website
- Product photography
- Learned valuable knowledge about printing and the important relationship to design.

Skills Used

- Large scale printing
- Graphic design
- Employee supervisor
- Print production
- Web design
- Photography

**Fundraiser and Marketing Coordinator | April 2012-2013**

*American Relief Agency for the Horn of Africa (ARAHA) - Columbia Heights, MN*

Create Fundraising Ideas to Marketing Campaigns, I did anything and everything in between.

- Manage and create Social Media campaigns.
- Help organize fund raiser events.
- Contact donors for support

- Design fliers, postcards, ads etc.
- Update Website.
- Volunteer recruitment and management.

**Financial Coordinator | 2007 to 2009**

*Minnesota Dawah Institute - Saint Paul, MN*

Responsibilities

- Conduct fund raiser events.
- Pay Bills
- Contact Donors
- Manage office
- Manage Database
- Balance Accounts
- Collect donations

Accomplishments

- Raised over \$10,000 each month to cover rent and bills of the facility
- Raised over \$12,000 in one summer
- Raised over \$5,000 on a youth fund raiser trip (in a course of a day)

**Weekend school Teacher | 2008-2009**

*Minnesota Dawah Institute - Minneapolis, MN*

My assigned objectives was to create a curriculum, run classes, organize field trips, attend and organize parent-teacher conferences for the kindergarten and 1st grade students.

**Tutor | 2007 – 2008**

*Camp Fire USA - Minneapolis, MN*

As a tutor at Camp Fire USA, I explored my passion of teaching and helping kids, I assisted in homework help and activities. It was a learning experience for my growing interest in being a teacher.

**Financial Coordinator | February 2006 – August 2007**

*Muslim American Society: Minnesota Chapter - Saint Paul, MN*

My main role was to coordinating door to door , in-house, and road trip fund raisers. My side duties included but not limited to leading youth activities, running meetings, and preparing social activities, Coming up with ideas on how to reach the youth and attending youth meetings.

**Program designer, community relations, Marketing | 2013-2016**

*Building Blocks - Columbia Heights, MN*

I was on a team of three designing programs and training courses for Youth workers. As well as updating brand identity, and running community relations.

**Co-Founder (2009-2013)**

*Youth and Family Circle - Saint Paul, MN*

Youth and Family Circle was something that was started as a nitch group to keep youth together and active in the community. It is a neutral group, and a way for youth to work with different communities without any strings attached.

Accomplishments

- Organized youth camps
- Council families and youth.
- Ran a weekend school.
- Organized in protest for Muslim Civil Rights.
- Visited the sick in hospitals
- Conduct Islam 101 presentations.

**Director, Co-Founder and Board member | 2007-2009**

*Minnesota Dawah Institute ( co-founder, and former board member) - Saint Paul, MN*

**Youth Director**

- Organize and run social events such as: sporting event, camping trips, field trips, picnics and team-building.
- Organize and run educational activities such as: workshops, lectures, classes, seminars etc.
- Survey the youth: hold meetings, socialize and advice the youth on various matters.

**Communication Director**

- Designed and managed the website, flyers, Pamphlets, Posters etc
- Manage and maintain computers in the building.
- Video production: filming, editing and directing (short sketches, lectures, slide shows).
- Photograph events and activities.

**Financial Coordinator**

- Coordinated fund raisers: door to door, in-house fund raiser, fund raiser trips,
- Pay bills and stipends (for some volunteers), account management.
- Advisor to the president and board members.

**All around Volunteer | April 2004 to November 2007**

*Muslim American Society; Minnesota Chapter - Saint Paul, MN*

In this non-profit organization, I learned a lot of things about how to run and organize events, communicate with people, and time management skills.

- Lead group discussions
- Organized camp
- Hosted seminars and conferences
- Directing the live camera men from a mixing booth at a convention.
- Planning and executing programs and events for youth and the general public.
- Public speaking

