Erden Zikibay

Visual Communication • Brand & Marketing • Social Media Strategy • Educational Content

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A creative and communications strategist with experience across advertising, mass media, social media marketing, customer service, and educational content creation. Combines strategic thinking, visual storytelling, and clear communication to shape brand narratives and develop engaging creative campaigns across digital, print, video, and animation. Brings a socially conscious, human-centered approach to translating ideas into compelling communications that strengthen brand identity and connect organizations with the people they serve.

Expertise in: Graphic design, Brand identity, Typography, Illustration, Motion graphics, Animation, Storyboarding, Video editing, Social media marketing, Content strategy, Campaign management, Prepress, Project management, Client servicing, Event planning & coordination, Group facilitation, Community building, Empathy, Emotional intelligence, Active listening, Inclusive Communication, and Critical thinking.

EXPERIENCE

Affordable Signs & Banners | Alexandria, VA — Apr 2023 – Oct 2026

Graphic Designer, Client Consultant, Social Media Marketer

- Generated over $20,000 in sales in a single month through strategic sales tactics and relationship-building, ensuring promptness while prioritizing client satisfaction;
- Successfully managed over 1,000 projects for over 400 clients in a fast-paced environment, consistently meeting deadlines, while demonstrating exceptional communication skills through in-person meetings, phone calls, and email correspondence;
- Led targeted client outreach to secure over 75% of all Google Business reviews from direct and collaborative clients, maintaining a 5-star rating and strengthening social proof with prospects;
- Created product photos, videos, and social media content to drive client engagement;
- Collaborated with a 5-person design team, a 4-person production team, a 4-person installation team, and a salesperson to ensure accurate design execution during fabrication and installation.

George Washington University | Washington, DC — Oct 2017 – Nov 2022

Motion Graphics Designer, Video Editor, Illustrator (freelancer, contractor)

- Produced seven 10+ minute educational explainer videos, garnering over 200,000 views, through collaboration with scholars for research, asset gathering, and employing photo animation and motion graphics;
- Designed engaging animated title sequences for 5 video series;
- Captured and edited 23 interviews with renowned authors and scholars, producing 17 compelling videos;
- Created editorial illustrations and captivating infographics for numerous articles;
- Illustrated a book cover for a scholarly publication, meeting strict deadlines.

M&M Signs and Graphics | Chantilly, VA — May 2018 – Mar 2020

Graphic Designer, Social Media Marketer, Production Specialist, Client Consultant

- Managed over 300 projects from inception to delivery, encompassing on-site assessments, mockups, revisions, production oversight, and stringent quality assurance;
- Offered comprehensive design solutions for indoor/outdoor signage, vehicle wraps, graphics, decals, and magnets to diverse clientele at local and national levels;
- Produced a diverse array of print materials including wall art, signs, posters, banners, business cards, brochures, flyers, menus, and decals;
- Crafted over a dozen custom logo designs, cultivating distinctive brand identities for clients;

- Captured and edited 60+ promotional photos and videos to bolster social media marketing efforts;
- Cultivated enduring client relationships by attentively addressing needs, tailoring solutions, and delivering exceptional service to a base of over 200 clients.

Exclusive.kz | Almaty, Kazakhstan Oct 2015 – Jun 2017

Graphic Designer, Motion Graphics Designer, Video Editor, Social Media Marketer

- Produced seven short explainer videos, each 1-2 minutes long, garnering over 2.2 million views on YouTube;
- Orchestrated a 10,000-follower surge across social media platforms in 18 months by implementing targeted engagement strategies;
- Designed graphics for over 100 online mass media publications and created motion graphics for 30 ads and promos;
- Oversaw end-to-end management of multiple projects, from conceptualization to final design delivery, employing a diverse array of design tools;
- Edited interviews and footage for more than a dozen video series, ensuring polished and engaging content.

EDUCATION

Master of Fine Arts, New Media Art George Mason University | Fairfax, VA GPA 3.81

Bachelor of Arts, Digital Arts George Mason University | Fairfax, VA GPA 3.91

Certificate: Digital Strategy | LinkedIn Learning Mar 2026

VOLUNTEER EXPERIENCE

Women's March | Washington, DC Oct 2022 – Oct 2026

Social Media Support, De-Escalator, Marshal

- Provided social media support by documenting a national rally with a professional camera for five hours, delivering more than 100 high-quality photos and videos;
- Employed active listening, empathetic communication, and conflict resolution tactics to defuse potential confrontations between protesters and counter-protesters in two rallies and marches;
- Trained and collaborated with a diverse team of 80–100 volunteers nationwide to successfully organize five events that attracted between 8,000 and nearly 100,000 participants in downtown DC.

HeForShe Jan 2023 – Present

Advocate, Community Engagement

- Promoted gender equality as a spokesperson for UN Women's solidarity movement, strategically challenging harmful attitudes and practices that perpetuate violence against women and girls;
- Shared my expertise and insights on gender roles and gender-based violence in a comprehensive interview, published across two reputable online publications in two languages, reaching 14,000+ readers.

TEDxAbayStWomen | Almaty, Kazakhstan Aug 2016 – Jul 2017

Graphic Designer, Motion Graphics Designer, Video Editor, Social Media Marketer

- Designed captivating promotional artwork for the inaugural TEDxWomen conference in Kazakhstan;
- Directed compelling photo and video content creation while managing social media accounts, resulting in a significant expansion of the fanbase by over 1,700 new followers.

TECHNICAL SKILLS

Photoshop • After Effects • Illustrator • InDesign • Premier Pro • Final Cut • Flexi • Dreamweaver • Maya • Blender