

# SAYANA SAJI

## Graphic Designer & Social Media Manager

### EDUCATION

Drexel University  
Philadelphia, PA

Bachelor of Science in Graphic Design  
Minor in Fine Arts and Interactive Digital Media  
June 2022

### DESIGN EXPERTISE

Branding  
Video Creation  
Content Writing  
Illustration  
Wireframing  
Packaging  
Publication  
Typography  
Website Design

### SPECIAL SKILLS

Photography  
Photo Editing  
Social Media  
Project Management  
Multitasking  
Time Management  
Attention to Details  
Coordination

### CONTACT

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### PROFESSIONAL EXPERIENCE

- **Graphic Designer & Digital Media Manager** *January 2021 - Present*  
Icon Media Productions, LLC  
  - Conceptualize and execute interactive visuals, videos, Instagram posts, and reels, that align with brand messaging, and resonate with target audiences.
  - Produce visually stunning video contents that exceeds the expectations of the clients, utilizing software tools such as Adobe Premiere Pro and Final Cut Pro.
  - Creates visually engaging 50+ wedding albums, developing unique layouts and design elements that showcase client's special moments.
  - Maintain the website, ensuring it is visually appealing, easy to navigate, and optimized for search engines, resulting in 40% web traffic.
  - Leverage social media to promote client services, resulting in an increase of followers by 60%.
- **Freelance Graphic Designer** *January 2021 - Present*  
Self-employed *Remote*  
  - Create logos, business cards, brochures, posters, infographics, social media graphics, and other marketing materials that effectively communicate client message and enhance brand recognition.
  - Design 50+ posters, flyers, and promotional social media graphics for businesses.
  - Create 40+ illustrations, welcome signs, apparel graphics, caricatures, greetings cards for clients.
- **Creative Administrator** *June 2019 - June 2023*  
International Educational Foundation - IEFAUSA, Inc *Huntingdon Valley, PA*  
  - Led a creative team of 6 members to develop digital and print materials.
  - Designed 40+ seasonal greeting cards, flyers, and infographics and learning materials for educational purposes.
  - Directed and provided creative insight for all team projects.
  - Developed 150+ creative projects (presentations, posters, senior spotlights, etc.)
- **Graphic Designer and Jr. Digital Media Producer** *March 2021 - September 2021*  
Association of Independent Mortgage Experts *Philadelphia, PA*  
  - Designed short animations for the social platforms.
  - Delivered 200+ graphic assets, brand guidelines, and infographics, including promotional and social media graphics, resulting in a 25% increase in engagement and a 15% increase in website traffic.
  - Collaborated closely with marketing teams to ensure creative vision was executed effectively.
  - Produced high-quality visuals and multimedia contents, including graphics, prints, and digital media.

### TECHNICAL SKILLS



Photoshop  
Premier Pro  
Final Cut  
Microsoft Office Suite

Illustrator  
Storyline 360  
Camtasia  
HTML & CSS

InDesign  
Figma  
Sketch App  
Canva