

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 *Philadelphia, PA*
 - 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