

Sara Syed

GRAPHIC DESIGNER + SOCIAL MEDIA MANAGER

PORTFOLIO | WWW.SARASYEDDESIGN.COM

-  (754) 701-9418
-  sdesigns@mail.com
-  Fort Lauderdale, Florida
-  <https://www.sarasyeddesign.com/>

Profile

Hi! My name is Sara I am an experienced digital marketing & design professional living in sunny South Florida. I have a true passion for digital design and storytelling with my expertise being in Graphic Design, Photography, Adobe CC (Photoshop & Illustrator are my favorites!), Video Editing (Premier Pro) and Social Media Management.

With over 6 succesful years of experience as a designer & social media manager, I love making my passion for digital story telling & design come across through my work.

Skills

- Graphic Design
- Photography
- Image Re-Touching
- Videography
- Video Editing
- Social Media Management
- Analytic Reporting
- Copywriting
- Content Creation
- Publication Design

Achievements

EMPLOYEE OF THE MONTH
Riverside Hotel / Las Olas Co
November 2020

EMPLOYEE OF THE YEAR
Riverside Hotel / Las Olas Co
November 2020
January 2021

Education

BROWARD COLLEGE
2016-2018
Graphic Design
Associate of Arts & Science Degree

Experience

GRAPHIC DESIGN & SOCIAL MEDIA SPECIALIST
Golden Grail Beverages

- September 2022 - Present
- Social Media Management | Creating content for & managing social media content for Golden Grail Beverage Brands
 - Graphic Design | Creating consistent visual imagery through graphics & flyers, creating packaging design for various Golden Grail Beverage brands ranging from purified water to energy drinks

DIGITAL MARKETING MANAGER
The Riverside Hotel & Las Olas Company
January 2018 - July 2022

- Developing and creating consistent imagery and brand for the Riverside Hotel & Riverside Restaurant Collection
- Responsible for all in-room/restaurant graphics, logo design, flyers, signage, window wraps, & publication design
- Photography & Photo Re-Touching
- Videography & Video Editing
- Content Creation for Social Media
- Daily Social Media Management for 15 different social media accounts across various platforms (Facebook, Instagram, Twitter, LinkedIn)
- Copywriting for Advertisements & Socials
- Monthly Analytic Reporting on 15 different social media accounts
- Responsible for creating content & writing for Blog
- Maintaining 5 Hotel & Restaurant related websites

FREELANCE DIGITAL MARKETING & DESIGN
October 2015 - Present

- Working on ongoing basis with various independent business owners & entrepreneurs through digital and marketing
- Social Media Management | Creating content for & managing social media content for various clients
- Graphic Design | Creating consistent visual imagery through graphics, logos, flyers for various clients

AUTISM THERAPIST
Behavior Analysis Inc
April 2017 - December 2017

- Providing therapy to autistic children ages 2 - 6 years old
- Tracking behavioral progress through data entry
- Routinely meeting with parents to discuss child's progress