

Raghad Alsaddi

- Mississauga | 647-962-2360
- raghad.saddi@hotmail.com
- <https://www.linkedin.com/in/raghadalsaddi/>
- @Raghad_designwork
- <https://www.raghadalsaddi.com/>

About Me

Focused on creating designs that capture the essence of brands and exceed client expectations. Skilled in social media management, SEO strategies, and utilizing tools like Google Analytics to enhance marketing effectiveness. An engineering background contributes to strong problem-solving abilities, especially in overcoming graphic design challenges.

Experience

Multimedia Marketing & Design Specialist

Ensaneyoun NA Organization

Jun 2024 - Sep 2024
Toronto, Canada

- Social media management: Created and managed engaging content to promote events and conferences.
- Video production: Produced and edited promotional videos for upcoming events.
- Website redesign: Redesigned and maintained the organization's website with updated event information.
- Marketing strategy: Developed strategies to boost event attendance and engagement.
- Audience outreach: Expanded the audience and promoted events through calls and connections.

Graphic Designer & Content Creator

ABRAR Trauma and Mental Health Services

Mar 2024 - Jun 2024
Toronto, Canada

- Designed a mental health booklet with 10 pages, covering comprehensive information on the organization's services.
- Illustrated interactive icons for Instagram highlights to enhance Online engagement.
- Created content and promotional videos for Instagram Reels, resulting in a 25% increase in followers within two months.

Freelance Marketer & Graphic Designer

Self Employed

Dec 2021 - Present
Canada

- Delivered graphic design solutions for diverse clients, ensuring brand consistency and visual appeal.
- Specialized in logo design, branding, marketing collateral, digital illustrations, and social media management using SEO strategies and HootSuite.
- Managed end-to-end project workflow, from concept to delivery, ensuring client satisfaction.

Social Media Coordinator

Haze Lounge Restaurant

Oct 2021 - Jan 2024
Mississauga, Canada

- Increased brand engagement by 40% through the implementation of targeted social media strategies.
- Achieved a 50% growth in follower count within six months by executing innovative social media campaigns.
- Executed photography for social media posts, alongside overseeing account management tasks such as scheduling posts, monitoring analytics, and optimizing performance.

Education

Humber College | Jan 2023 - Apr 2024

- Diploma in Advertising and Graphic Design.

Humber College | Sep 2018 - May 2021

- Advanced Diploma in Electronics Engineering Technology.

Skills

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, PremierePro, Adobe XD, After Effects, Figma).
- WordPress, HTML, CSS, Canva, Marketing strategy, HootSuite.
- Adaptability, Attention to detail, Time management, Open-mindedness.