

RAGHAD ALSADDI

-  647-962-2360
-  Mississauga, Canada
-  raghad.saddi@hotmail.com
-  www.linkedin.com/in/raghadalsaddi/
-  www.raghadalsaddi.com/
-  @Raghad_designwork

Work Experience

Multimedia Marketing & Design Specialist

Ensaneyoun NA Organization

*Jun 2024 - Jan 2025
Toronto, Canada*

- Created engaging content to promote events and conferences on social media.
- Produced and edited promotional videos for upcoming events.
- Redesigned and maintained the organization's website with updated event details.
- Developed marketing strategies to increase event attendance and engagement.
- Expanded the audience through outreach calls and connections.

Graphic Designer & Content Creator

ABRAR Trauma and Mental Health Services

*Mar 2024 - Jun 2024
Toronto, Canada*

- Designed a 10-page mental health booklet covering the organization's services.
- Illustrated interactive icons for Instagram highlights to boost Online engagement.
- Created Instagram Reels and content, resulting in a 25% increase in followers in two months.

Freelance Marketer & Graphic Designer

Self Employed

*Dec 2021 - Present
Canada*

- Designed custom visuals, ensuring brand consistency and impact.
- Specialized in branding, logo design, marketing, digital illustrations, and SEO for social media.
- Managed projects from concept to delivery, ensuring client satisfaction.

Social Media Coordinator

Haze Lounge Restaurant

*Oct 2021 - Jan 2024
Mississauga, Canada*

- Increased brand engagement by 40% with targeted social media strategies.
- Increased followers count by 50% over six months by executing creative campaigns.
- Managed photography, content planning, analytics tracking, and enhanced social media performance.

Sales Representative

Rogers Communications

*Jul 2020 - Apr 2021
Toronto, Canada*

- Completed over 60 contract forms, updated addresses, and processed service orders.
- Communicated with customers and handled 50+ orders and cancellations.
- Resolved 90% of service and billing issues through exchanges, refunds, or bill adjustments.

Education

Diploma in Advertising and Graphic Design

Humber College

Jan 2023 - Apr 2024

Advanced Diploma in Electronics Engineering Technology

Humber College

Sep 2018 - Apr 2021

Skills

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, PremierePro, Adobe XD, After Effects, Figma).
- WordPress, HTML, CSS, Canva, Marketing strategy, HootSuite.