

Sayana Saji

Graphic Designer & Social Media Manager

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SUMMARY

Creative and detail-oriented Graphic Designer with 5+ years of experience in branding, digital media, and multimedia design across corporate, agency, and freelance settings. Proven ability to elevate brand presence through compelling visual storytelling, strategic social media content, and innovative design solutions. Adept at managing end-to-end creative projects and collaborating across departments to drive engagement and results.

PROFESSIONAL EXPERIENCE

Visual Marketing & Graphic Designer

Catholic Community Foundation, Diocese of Phoenix, February 2026 - Present

- Design and develop engaging print and digital marketing materials for donor outreach, digital campaigns, website content, and social media platforms to enhance community engagement and brand presence.
- Lead branding, visual storytelling, and graphic design initiatives by creating cohesive collateral, maintaining brand standards, and producing high-quality event and promotional materials.

Digital Communication & Public Relations Specialist 2

City of Philadelphia Water Department, April 2024 - February 2026

- Design and produce interactive visuals, videos, and Instagram reels to support public awareness and departmental campaigns.
- Collaborate with leadership to conceptualize and execute promotional strategies aligned with civic engagement.
- Represent the department at public events and manage community-facing communication initiatives.

Graphic Designer & Digital Media Manager

Icon Media Productions, LLC, January 2020 - December 2024

- Designed and executed brand-aligned visuals, videos, and Instagram reels, driving a 60% increase in audience engagement.
- Managed complete redesign and optimization of the website, leading to a 40% boost in traffic.
- Created and delivered 50+ customized wedding albums with unique layouts that enhanced client satisfaction.
- Directed all digital content to maintain consistency across marketing channels and client communications.

Graphic Designer & Junior Digital Media Producer

Association of Independent Mortgage Experts, March - September 2021

- Delivered over 200 digital assets, animations, infographics, and brand guidelines to support marketing campaigns.
- Helped increase engagement by 25% and contributed to a 15% rise in website traffic through strategic content design.
- Collaborated closely with marketing teams to ensure visuals met branding and communication objectives.

EDUCATION

Bachelor Of Science in Graphic Design

Drexel University

Minors in Fine Arts and
Interactive Digital Media

TECHNICAL SKILLS

Photoshop, Illustrator,
InDesign, Premiere Pro,
After Effects, Figma, Sketch,
Canva, Microsoft Office,
Squarespace, Instagram,
Facebook, TikTok, Twitter,
Notion

DESIGN EXPERTISE

Branding, UI/UX Design,
Typography, Motion
Graphics, Art Direction
Print & Digital Media,
Video Creation, Wireframing,
Presentation Design

ADDITIONAL SKILLS

Social Media Strategy,
Project Management,
Photography, Vendor
Coordination, Photo
Editing, Attention to Details,
Time Management,
Content Creation, Email
Marketing, Problem
Solving, Multitasking