



I love designing how users see and interact with brands

DESIGNER | MARKETER

Sabeel Khurram

web design/digital content/marketing

Austin, TX
(480)-204-4188
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Education

W.P. CAREY SCHOOL OF BUSINESS

ARIZONA STATE UNIVERSITY, TEMPE, AZ

BS in Digital & Integrated Marketing Communications

- Leader's Academy
- 3.41 GPA
- Graduation Spring 2020

SCHOOL OF FILM, DANCE, AND THEATRE

ARIZONA STATE UNIVERSITY, TEMPE, AZ

Minor in Film and Media Production

DIGITAL CREATIVE INSTITUTE

AUSTIN, TX

Digital Marketing Apprentice

Experience

WEB DESIGNER

FREELANCE

AUG 2017

CURRENT

- Designed and developed websites for a range of clients using user needs and business goals to take projects through an iterative design process that resulted in clean, intuitive user experiences.
- Utilized best practices to create visually appealing user interfaces and continuously improved front end designs based on Google Analytics site data, driving up conversion rates and lowering bounce rates.

CONTENT DESIGNER/ SOCIAL MEDIA MANAGER

PERCUSSION IQ

AUG 2017

CURRENT

- Designed and crafted visual concepts for marketing campaigns including social content, print advertising, event promotion, video content, product designs, and more.
- Leveraged insights from social media analytics to design campaigns that promoted the company mission, brand identity, and product attributes to the target audience, resulting in a 100% increase of the follower base over 2 years.
- Oversaw a marketing campaign for the 2019 Battery Clinic that used print advertising, a social media campaign, and influencer marketing to bring record-level student turnout.

GRAPHIC DESIGNER/VIDEO EDITOR

SADAF KHWAJA CONSULTING

FEB 2020

CURRENT

- Crafted graphical content for social media channels and paired design with execution, using relevant hashtags and geotargeting that boosted reach and increased engagement rate by 15%.
- Edited video for YouTube, Facebook, Instagram, and LinkedIn to promote consultant's methodologies and mission.

MEDIA ASSOCIATE

FOUNTAIN HILLS THEATER

MAR 2018

DEC 2018

- Assisted in the design, creation, and distribution of marketing content for multiple projects at a time, ensuring deliverables were finalized and reviewed before deadlines.
- Worked with an established graphic designer to create social media graphics and print advertising, using their feedback to take projects through multiple drafts while adhering to design best practices.

COMMUNICATIONS AIDE

SCHOOL OF FILM, DANCE, AND THEATRE

SEP 2017

MAR 2018

- Maintained newsletter by writing and editing copy and organizing typography into a visually appealing layout.
- Assisted in the creation and distribution of production marketing for ASU produced events and performances.

Skills

PROFESSIONAL SKILLS

- Web Design
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- Graphic Design
████████████████
- UI/UX
████████████████████
- Social Media
████████████████
- Copywriting
██████████████

OTHER

- Campaign Management
- Video Production
- Video Editing
- Content Marketing
- Brand Development
- Marketing Analytics

PERSONAL SKILLS

Interpersonal Communication, Collaboration, Creative Problem Solving, Self-Motivation, Time Management

SOFTWARE

Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Premiere Pro), Canva, Wordpress, Wix, Marvel App, Figma, HTML, CSS, JavaScript, Microsoft Office Suite

Certifications



Inbound Marketing Certified
Hubspot Academy



Inbound Certified
Hubspot Academy



Search Certified
Google Ads



Measurement Certified
Google Ads



"Become a User Experience Designer"
LinkedIn Learning



HTML/CSS/JavaScript Essential Training
LinkedIn Learning