

## PROFILE STATEMENT

As a seasoned Senior Graphic Designer, I specialize in creating captivating designs that elevate brands and drive tangible results. With **7 years of experience**, I have successfully delivered impactful print and digital campaigns, resulting in a 30% increase in engagement and a 25% boost in conversions. My mastery of the Adobe Creative Suite enable me to consistently exceed expectations.

## SKILLS

- Time Management
- Critical thinking and problem solving
- Decision Making
- Ability to Multitask
- Fast Learner
- Ability to Work Under Pressure
- Ability to Work in a Team
- Microsoft Office
- CODING

## LANGUAGES

- Arabic - native
- English – highly proficient
- Turkish – C1 (full-working proficiency)

## EDUCATION

## WORK EXPERIENCE

### Data & Media officer (Oct, 2023- Current)

#### *Sened NGO - Türkiye*

- Contributed to the development of tailored media content and engagement strategies based on data insights.
- Implemented AI-driven data cleansing algorithms to automate and enhance the accuracy of data cleaning procedures, ensuring the reliability of organizational datasets.
- Developed strategies to increase followers and engagement on social media platforms.

#### *Media officer (Oct, 2023 – Dec,2023)*

- Simultaneously fulfilled media responsibilities while programming a new website for Sened NGO, showcasing adept multitasking skills.
- Crafted and executed innovative social media concepts for Sened NGO, boosting visibility and engagement with target audiences.

### MEDIA MANAGER (Aug, 2022- Current)

#### *Al Amal Association - Türkiye*

- Collaborated with designers and copywriters to ensure that all media assets are on-brand and consistent.
- Created a content calendar that organized and planned out promotional activities and campaigns ahead of time.
- Managed multiple projects across multiple teams, ensuring that deadlines were met.

### FREELANCER (Mar, 2021- Aug, 2022)

- Designed a logo for clients that gave them a professional, modern look.
- Developed a marketing strategy for a client that resulted in a 13% increase in revenue.

**Degree: SAT ADMISSIONS  
TEST**

*COLLEGE BOARD*

**Degree: TÖMER – TÜRKÇE VE  
YABANCI DİL UYGULAMA**

*KARABÜK ÜNİVERSİTESİ*

**Degree: COMPUTER  
ENGINEERING DEPARTMENT**

*KARABÜK ÜNİVERSİTESİ*

**CERTIFICATE**

**Degree: Chief Information  
Officer Executive**

*MTF Institute of Management,  
Technology and Finance*

**Degree: Certified Chief  
Technology Officer (CTO)**

*MTF Institute of Management,  
Technology and Finance*

**Degree: Fundraising  
Essentials**

*Nonprofitready.org*

- Successfully established and managed my own YouTube channel, showcasing entrepreneurial drive and exceptional content creation skills.
- Built a dedicated subscriber base of 54K, demonstrating the ability to captivate and engage audiences.

**GRAPHIC DESIGNER (Sep, 2019 - Apr, 2021)**

*JEBRINI MAKINA - Türkiye*

- Adapted design concepts to different media formats, including web, social media, print, and video.
- Utilized graphic design software tools to enhance productivity and deliver high-quality results.
- Successfully completed over 300 design projects, showcasing versatility and ability to handle a high volume of work.

**SOCIAL MEDIA MANAGER (Jul, 2017 - Aug, 2021)**

*EVENTS BY ADAM AFARA - USA, REMOTE*

- Managed and monitored social media accounts to ensure a positive brand image and respond to customer inquiries.
- Developed a marketing strategy for a client that resulted in a 13% increase in revenue.
- Developed and implemented a comprehensive social media strategy that increased website traffic by 33%
- Monitored competitor activity to identify strategies that could be adopted and improved upon.

**Graphic Designer (Sep, 2016- Jun, 2018)**

*DALILK IN ANTEP - Türkiye*

- Collaborated with graphic designers, copywriters to create effective ad campaigns.
- Designed a series of graphic elements for a promotional video, resulting in a 70% increase in online followers.
- Designed a brand identity system that included logo, website, and social media assets that increased brand recognition by 250%

## **INFOGRAPHIC DESIGNER (Feb, 2016- Feb, 2017)**

*SYRIAN INSTITUTE FOR JUSTICE - Türkiye*

- Optimized infographics for different platforms and formats, considering factors such as readability, responsive design, and accessibility.
- Created an impactful infographic to raise awareness about the number of victims in Syria.
- Designed a visually compelling and informative representation of complex data.

## **VIDEO EDITOR - GRAPHIC DESIGNER (Mar, 2015- Feb, 2016)**

*BALADI NEWS NETWORK- Türkiye*

- Assembled raw footage into a cohesive, polished video for broadcast
- Implemented a color-grading process that improved the overall aesthetic quality of the project
- Created engaging content that resonated with readers, resulting in an 8% increase in social media engagement
- Edited videos for various social media platforms, optimizing content for each platform's specifications and audience preferences.