

Sophia Seifeddine

Graphic Designer

Contact

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Education

Lebanese International University (LIU)
BA of Arts in Graphic Design

Key Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- AfterEffects
- Microsoft Office

Languages

- Arabic (Native)
- English (Full Proficiency)
- French (Beginner)

Certification

- STC UNRWA (Social Media Marketing Level 1) DOT Lebanon
- Mercy Corps. Forsa 2 Program (Freelancing Training Program)

Objective

A highly motivated and enthusiastic designer with a commitment to continuous learning and pushing creative boundaries. I thrive on expanding my skillset and exploring innovative approaches to deliver impactful and cutting-edge design solutions.

Experience

October 2024 - One Month
DUBAI, UNITED ARAB EMIRATES (CONTRACT)
Graphic Design Assistant Intern | Mohammad Bin Rashed Housing Est.

- Executed social media strategies that elevated company visibility, engagement, and drove business goals
- Conducted research on the company's brand identity, target audience, and industry trends to ensure relevant and engaging content
- Worked closely with the marketing team to ensure that content aligned with broader goals and objectives

FEBRUARY 2024 - JULY 2024
DUBAI, UNITED ARAB EMIRATES (REMOTE)
Graphic Design Assistant | Omnia

- Designed eye-catching Ggraphics for diverse platforms, including social media, websites, marketing materials, and branding elements
- Proficiently used industry-standard software (e.g., Adobe Photoshop, Illustrator, InDesign) and produced high quality work
- Prepared files for both print and didgital use, meticulously adhering to technical specifications
- Maintained a commitment to continuous learning, staying up to date on the latest design trends, software, and techniques to deliver fresh and innovative ideas

NOVEMBER 2023 -DECEMBER 2023
DUBAI, UNITED ARAB EMIRATES (PART-TIME, REMOTE)
Content Creator and Social Media Manager | Insighton Digital

- Created and curated engaging content for target audiences
- Managed posting schedules, and monitored platform analytics to optimize engagement
- Developed and implimented campaigns to enhance brand visibility

AUGUST 2023 - NOVEMBER 2023
LEBANON, BEIRUT (ON SITE)
Graphic Design and Social Media Intern | Millenium Luxury Travel & Hospitality

- Designed on-brand graphics for various social media platforms
- Contributed creative ideas to social media campaigns, enhancing their visual imapct
- Adapted brand assets to create fresh and engaging context, ensuring brand consistency across platforms
- Gained experience using social media scheduling and analytics tools