

PERSONAL INFORMATION

Sarah Saheed

SEPTEMBER 2015 - APRIL 2017

Branding
MARKETING MANAGER

PRENDO,

Carried out all digital marketing planning and execution for social media including conceptualisation, ads, analysis and the blog

OCTOBER 2014 - SEPTEMBER 2015

COPYWRITER AND ONLINE CONTENT MANAGER

OCTOPUS IDEAS,

Worked on accounts including Connaughts Club, Healing Hands and Food United

JULY 2013 - JANUARY 2014

FREELANCE COPYWRITER

TBWA,

Worked on REAL ESTATE ACCOUNTS including, PRISTINE PROPERTIES AND SKYWARDS DEVELOPERS

DECEMBER 2009 - OCTOBER 2012

COPYWRITER

MAK Media and Creations Pvt. Ltd.,

Worked on accounts including, Amidos, ACC Convent, Four Points by Sheraton, HSBC, The Leela, Natural Ice Cream, JPL, Weatin, BU Bhandari, Renfro India, Supreme Universal and Mercedes-Benz

EDUCATION AND TRAINING

OCTOBER 2021 - JUNE 2022

ENGLISH LANGUAGE TRAINER (LETTORE)

ISTITUTO COMPRESIVO STATALE DON BOSCO

As a native speaker, I delivered personalised lessons to kids on the first, second and third year of Scuola Media (more than 100 hours). The aim was to let the children speak as much as possible during the lessons, covering and reinforcing all the topics taught in class.

IC9 VICENZA - scuola secondaria di primo grado

ISTITUTO COMPRESIVO STATALE G. ZANELLA BOLZANO VICENTINO - scuola primaria di primo grado - secondo grado e secondaria di primo grado.

As a native speaker I have substituted for the main teacher

Public Education

AUGUST-SEPTEMBER 2022

ENGLISH LANGUAGE TRAINER (SUMMER CAMP)

ISTITUTO COMPRESIVO STATALE COLOGNA VENETA

Summer Camp conducted only in the target language, for 8 hours a day. Activities with the kids included: scavenger hunt, ultimate Frisbee, discussion of the film Encanto, several arts and crafts, vocabulary reinforcement

Public Education

JANUARY 2018 - JULY 2018

CONTENT COLLABORATOR

FIREBRAND,

Collaborated on PROJECT BASED rebranding, conceptualization and content creation

Masters in Business Administration (MBA) Cardiff University

Specialised in International Business and Management Consulting September 2007 to September 2008.

BA (Hons) in Marketing

TFSMAC, validated by The University of Wales, U.K. June 2003 to May 2005

GRAPHIC DESIGNING

Arena Animation Burd Garden, Print to Publishing

June 2014 to September 2014.

PERSONAL SKILLS

Mother tongue(s)

UNDERSTANDING		SPEAKING		WRITING	
Listening	Reading	Spoken interaction	Spoken production	Written production	Non-verbal communication
B1	B1	B1	B1	B1	B1
A1	A1	A1	A1	A1	A1

Replace with name of language

Other language(s)

Italian

German

Spanish

A1	A1	A1	A1	A1	A1
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Replace with name of language certificate. Enter level if known.

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user
Common European Framework of Reference for Languages

Communication skills
Good communication skills gained through my experience in Branding and Advertising Agencies dealing with clients

Organisational / managerial skills
Good at team working

Job-related skills
Attention to details, high quality of work produced, creativity

Digital skills

SELF-ASSESSMENT					
Information processing	Communication	Content creation	Safety	Problem solving	
Independent	Proficient	Proficient	Basic	Independent	

Levels: Basic user - Independent user - Proficient user
Digital competences - Self-assessment grid

- Proficient in Adobe CREATIVE SUITE - Photoshop, Illustrator AND InDesign; Corel Draw
- Excellent computer skills for Mac and PC environments SKILLED AT CONCEPTUALISATION, IDEATING, LOGO DESIGNING, STRATEGIC BRANDING, PROOF-READING

Other skills

Driving licence

ADDITIONAL INFORMATION

- Publications
- Presentations
- Projects
- Conferences
- Seminars
- Honours and awards
- Memberships
- References
- Citations
- Courses
- Certifications

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ANNEXES

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21-11-22