



# SAIRA BATOOL

GRAPHIC DESIGNER

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## SUMMARY

I've Good experienced in graphic design, bringing brands to life through visually stunning creations. I've also delved into video editing, weaving narratives that resonate with audiences and elevate brand stories. Moreover, my expertise in digital marketing has driven impactful campaigns, utilizing strategic insights to boost brand visibility and engagement online

## SKILLS & TOOLS

### GRAPHIC DESIGNING

- Adobe Illustrator
- Adobe Photoshop
- Canva

### VIDEO EDITING

- Adobe Premiere Pro
- Adobe After Effect

### DIGITAL MARKETING

- Facebook Ads Manager

## EXPERIENCE

### ZS ESTATE 6 MONTHS

In my role at ZS Estate, I honed my graphic design skills by creating visually appealing marketing materials, while also going experties in video editing to produce captivating promotional videos, contributing to the company's brand identity & marketing efforts.

## EDUCATION

### GRAPHIC DESIGNING

LMS Digiskills 3 Months  
LWE Institute 1 Month

I learned essential design principles & software skills to create visually appealing graphics for various mediums & preparing career in graphic designing

## **VIDEO EDITING**

LMS Digiskills      3 Months  
LWE Institute      1 Month

I gain proficiency in editing techniques, software tools & storytelling skills to create engaging & professional videos for diverse platforms.

## **DIGITAL MARKETING**

LMS Digiskills      3 Months  
LWE Institute      1 Month

I acquired knowledge of online advertising, social media strategies, analytics tools and content marketing techniques, empowering me to effectively promote brands and products in the digital realm.

## **INTERMEDIATE COMPUTER SCIENCE**

Federal College      2018

I learned programming concepts, data structures and algorithms. This institute prepared me for further studies or entry-level positions in the field of Computer Science.