

Shayan Sadiq

Branding - Social Media
Marketing & Communication

shayansadiq.com

Contact

+31611345982
shayansadiq92@gmail.com

Nationality

German

Skills

Adobe Software

Photoshop
Illustrator
InDesign
Premier Pro

Graphic Design

Event Branding and Visual Design

Project Management and Coordination

Content Creation and Social Media Strategy

Copywriting

Links

Linkedin
Portfolio

A self-motivated and creative multimedia communication specialist with 3+ years of experience working in marketing, branding, communication and social media. From managing the social media content and team to developing various marketing and communication material, I am eager to continue growing in the field of branding and communication and make an impact on the customer journey and organisation I am working for.

Employment

Multimedia Communication Specialist

Amsterdam School of International Business (AMSIB)
Hogeschool van Amsterdam, The Netherlands
August 2020 - Present

- Graphic Design and Communication for new AMSIB branding and house style from 2020 - present
- Project lead for AMSIB media and coordination with external media agencies
- Content Strategy and creation for AMSIB Social Media Channels resulting in increased engagement of 275% and increased followers by 235% over Instagram
- Management of Social Media Team
- Visual Branding and Communication for Events, Internal and External Communication and Marketing

International Student Team Coordinator

Amsterdam School of International Business (AMSIB)
Hogeschool van Amsterdam, The Netherlands
August 2017 - August 2020

- Content Creation for AMSIB Social Media channels with a focus on Instagram and Facebook
- Management of the International Student Team

Brand Engagement Internship

Amsterdam School of International Business (AMSIB)
Hogeschool van Amsterdam, The Netherlands
February 2017 - June 2017

- Community focused initiatives to enhance brand engagement while assisting with communication and recruitment for AMSIB

Advisory Team Internship

Ernst & Young, Karachi, Pakistan
September 2016 - January 2017

- EY Advisory audit on commercial procurement at GlaxoSmithKline (GSK)

Education

BBA International Business & Languages

Amsterdam School of International Business (AMSIB)
Hogeschool van Amsterdam, The Netherlands

Courses

Organizational Behavior Management (Advanced Bachelor Level)

Vrije Universiteit Amsterdam
July 2020

Business Analytics

Growth Tribe
December 2022