

Saira Sikandar

732-300-8874 • sksikanda@gmail.com • SairaSikandar.co

EXPERIENCE

Creative Specialist

March 2022 - Present

American Airlines | Dallas, TX

Develop and execute visually compelling designs for a variety of digital and print materials, including website layouts, social media graphics, marketing collateral, and email campaigns. Collaborate with cross-functional teams to create infographics, animations, photo and video assets, and other visual deliverables. Utilize data and trends to ensure cohesive and effective design solutions that align with brand guidelines and user experience goals. Create and maintained a library of brand assets, streamlined design processes and approvals, lead brainstorm sessions and contributed creative ideas and innovative marketing concepts.

- Innovate corporate news distribution by launching LinkedIn Newsletters and Twitter news cards. Within the first 12 days, LinkedIn Newsletters had 127,285 subscribers, 58,916 organic impressions and a 4.3% engagement rate.
- Strategize and launched Instagram Highlights focusing on most asked customer questions based on brand protection data and alignment with user experience on site. Within the first 24 hours, there were over 690 link clicks to corresponding FAQ pages and 47,851 impressions across all tiles.

Community Engagement Specialist

June 2021 – March 2022

ALSAC, St. Jude Children's Research Hospital | Memphis, TN

Designed and produced digital and print marketing materials, such as brochures, banners, posters, infographics, animations and graphics. Developed diversity, equity and inclusion social strategy based on company goals. Collaborated with internal and external stakeholders to understand their design needs and translate them into effective visual solutions. Conducted thorough research to stay updated on design trends, emerging technologies, and best practices to continuously enhance design quality.

- Managed nationwide legacy campaigns spanning across all social platforms. Reworked social strategy to incorporate diversity, equity, and inclusion initiatives to better target multicultural audiences focusing on LinkedIn management.
- Test and learn social content with Giving Tuesday content drop. Had 1000% more engagement than the next non-profit amongst the top 15, ranked #1 for most engagement amongst sister charities, and had a 41% increase in engagement from year over year.

Community Relations Specialist

Dec. 2018 – Jan. 2021

AutoZone, Inc. | Memphis, TN

Assessed grant applications from non-profit organizations to determine objective alignment with company values for corporate funding. Assisted in grant writing and negotiated benefits for ad space. Redesigned department logo and created a media relations plan including a complete Press Kit for internal and external communication use.

- Established and managed media plan for company LinkedIn, increasing followers 75% over a five-month time span and overall engagement 87% - heavy use of data analytics, user insights and key performance indicators via Sprinklr.
- Designed the 2019 and 2020 Corporate Social Responsibility/Environmental, Social and Governance (ESG) reports.

EDUCATION

University of Memphis | Master of Arts in Journalism and Strategic Media | GPA: 4.0

May 2021

- Focus: Visual Communication

University of Memphis | Bachelor of Arts in Journalism and Strategic Media

Dec. 2019

- Major: Creative Mass Media | Minor: Social Media Marketing

SKILLS AND CERTIFICATIONS

Adobe Creative Suite: InDesign, Photoshop, Lightroom, Illustrator, Audition, Premiere Pro, After Effects | Social Management and Advocacy Platforms: Sprinklr, Sprout, Bambu, Hootsuite | Copy Writing | Data Analysis | Visual and Layout Design | Bilingual: English and Urdu | Qualitative and Quantitative Research | User-Centered Design | Print Production | Photography

Google Analytics Beginners Feb. 2024 | Google Analytics Advanced Feb. 2024 | CITI Basic Research Certification Feb. 2023 | CITI Social & Behavioral Research Certification Feb. 2023