

SANA AMER

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PROFESSIONAL PROFILE

Passionate Interdisciplinary arts and design student with a background in arts and photography, seeking a marketing and creative content role for July 2024. Demonstrated ability to merge creativity with strategic thinking to produce impactful visual content.

CORE COMPETENCIES

Creative Thinking | Leadership | Communication | Marketing | Collaboration

TECHNICAL SKILLS

Digital Photography | Calligraphy | Acrylic Arts | Typography Design | Graphic Design

EDUCATION

Bachelor's of Fine Arts in Interdisciplinary Art & Design Studies

May 2024

University of North Texas, Denton, TX

Minor in Marketing

EXPERIENCE

Dallas, Texas

Freelance Graphic Designer / Marketing

December 2022 - July 2023

Worked with multiple clothing brands and real estate agents to create visually appealing graphics and marketing materials.

- Communicated closely with clients to understand their vision and deliver results that exceed expectation.
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to execute design projects efficiently.
- Took part in a Global Career E-Commerce Bootcamp with instructors Rita Cidre and Lynette Williams. Learned to structure a website, use keyword planner and google trends, essential email marketing practices, and effective SEO strategies.
- Developed customized designs tailored to each client's brand identity and marketing objectives.

Allen Outlets - Allen, Texas

LOFT Outlet - Ann Taylor Factory. Sales/ Merchandising Associate

Summer 2022

Assisted with the store layout and made sure the clothing was kept organized on the floor as well as in the fitting rooms.

- Worked closely with customers to understand what clothing items they were looking for, assisted customers throughout the store and provided recommendations to sales or newer merchandise in stock.
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LEADERSHIP, CAMPUS & COMMUNITY INVOLVEMENT

Member , Printmaking Association, UNT

Member , Illustration Society of North Texas, UNT