

SAJJAD SABERI

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Profile

Creative Video Content Creator and Marketing Specialist with an MBA in International Business and a strong track record in multimedia production, digital storytelling, and social media engagement. Skilled in producing authentic, high-quality video content for platforms including Instagram, TikTok, and YouTube. Experienced in planning, filming, editing, and publishing content that drives engagement, while bringing the perspective of an international graduate in Canada. Confident on-camera, fluent in Adobe Creative Cloud and CapCut, and passionate about sharing authentic student experiences.

Core Skills

- Short-form & Long-form Video Production (TikTok, Reels, YouTube Shorts)
- Creative Storytelling & On-Camera Presentation
- Social Media Content Strategy & Trends
- Editing Tools: CapCut, Adobe Premiere Pro, After Effects, Audition, Photoshop
- Photography & Videography (professional gear)
- Campaign Coordination, Scheduling, and Workflow Management
- Bilingual: English & Farsi

Experience

Freelance Media Producer & Content Creator | Global

Aug 2022 – Present

- Produced short-form and long-form videos that increased client engagement by 40% across social media platforms.
- Directed and edited commercial and branded content, ensuring alignment with campaign goals.
- Created social media visuals, graphics, and promotional assets optimized for TikTok, Instagram, and YouTube.
- Confidently presented content on-camera and developed scripts/storyboards to connect with Gen Z audiences.

Customer Service Specialist & ECOM Associate | London Drugs, North Vancouver, BC

Sep 2024 – Present

- Supported digital and in-store workflows, guiding customers on online accounts and services.
- Liaised across departments to resolve issues, ensuring a smooth customer experience.
- Strengthened adaptability and communication skills in a fast-paced, public-facing environment.

Administrator | NV Auto Works, North Vancouver, BC

Sep 2023 – Feb 2024 (business shut down)

- Designed and executed basic marketing and social media visuals, boosting brand recognition and revenue.
- Reported performance metrics and provided data insights directly to leadership.
- Coordinated schedules, budgets, and departmental records to ensure smooth operations.

Founder & Producer | Blue Idea Cloud Media & Advertising, Tehran

Aug 2019 – Aug 2022

- Founded and managed a creative agency specializing in advertising and media production.
- Produced commercials, promotional videos, and branded campaigns for diverse clients.
- Oversaw end-to-end production, from concept to editing, while managing budgets and teams.
- Reduced operating costs by 47% through workflow optimization.

Independent Video Producer & Project Coordinator | Tehran Agencies

2013 – 2022

- Coordinated productions across pre-/post-production, ensuring on-time delivery.
- Directed promotional and branded content, enhancing creative impact and audience engagement.
- Collaborated with actors, directors, and production teams to craft compelling narratives.

Education

- MBA, International Business – Trinity Western University, 2024
- B.Sc., Engineering Physics – Azad University, 2017
- Certificate, Film Production – Youth Cinema Club, 2019

References available upon request