

SAJJAD SABERI

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Profile

Marketing coordination and ad content production support specialist with an MBA from Trinity Western University, proven experience managing schedules, assets, and cross-functional workflows across retail and media environments. I love keeping projects organized, deadlines on track, and content looking sharp; whether managing workflows or jumping into graphic design, photography, or videography. Confident with Microsoft 365, fluent in Adobe tools, and always focused on delivering clean, on-brand results. Bilingual in English & Farsi.

Core Skills

- Project & Traffic Coordination (Schedule Management/Content Calendar)
- Digital marketing support (Email Marketing, Social Media Management, newsletters)
- Basic-Intermediate SEO and analytics experience (Web content optimization and writing/editing blog posts, or social copy)
- Proofing, Document Prep, and Quality Review
- Budget tracking and invoice processing
- Cross-Team Communication (design/production/ops) & Meeting Prep/Notes/Follow-ups
- Asset & Record Management; Data/Database Updates (Excel/CRM)
- Microsoft 365 (Excel, Outlook, PowerPoint, Word); Adobe Creative Cloud (Premiere, After Effects, Audition, Photoshop)

Experience

Customer Service Specialist / ECOM Associate

London Drugs, North Vancouver, BC | Sep 2024 – Present

- Coordinate daily front-end operations and keep processes compliant and accurate.
- Liaise across departments to resolve issues and keep workflows moving, and guide customers on the LD Extras account and online ordering.
- Voluntarily created UGC content for the marketing team.

Administrator

NV Auto Works, North Vancouver, BC | Sep 2023 – Feb 2024 (business shut down)

- Built and maintained schedules; tracked progress and assignments; removed bottlenecks to hit deadlines.
- Verified and approved timesheets; maintained accurate departmental records.
- Reported financial performance and employee performance metrics directly to the CEO, providing data-driven insights for decision-making.
- Oversaw financial supervision, including expense monitoring and budget control.

- including basic graphic design and social media visuals that increased brand recognition and boosted revenue.

Founder / Producer / Editor

Blue Idea Cloud Media & Advertising, Tehran | Aug 2019 – Aug 2022

- Ran end-to-end production schedules and tasking; prepared review sessions, captured notes, and drove revisions to completion.
- Managed budgets, receivables, and team operations; cut operating costs by 47% through workflow improvements during the last year.

Independent First Assistant Director, Video Producer, and Advertising Project Coordinator

Various Advertising Agencies, Tehran | Jan 2013 – Aug 2022

- Coordinated large productions across pre-/post-, kept routine schedules, tracked progress, and communicated updates.
- Directed commercials, promotional videos, and branded content, ensuring creative alignment with marketing objectives.
- Managed storyboarding, set design, and production scheduling, enhancing the efficiency of shoots, and managed production to ensure high-quality results.
- Worked closely with actors, directors, and production teams to craft compelling narratives.

Education & Certifications

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

Selected Tools & Methods

- Project & Workflow Tools: Proficient in Microsoft 365 and Adobe Creative Cloud; adaptable to new CRMs and eager to learn emerging marketing tools.
- Creative & Media: Skilled with Adobe CC (Photoshop, Illustrator, Premiere, After Effects), Canva, and graphic design for digital and print deliverables; experienced in videography and photography using professional gear.
- Operations & Records: Strong in digital filing, databases, version control, as well as preparing agendas, notes, and managing review cycles.