

SAJJAD SABERI

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MBA graduate with experience in content creation, content marketing, audience engagement, and multimedia production. Skilled in developing social-first content, content plans, audience-focused campaigns, and digital content across Instagram, Facebook, TikTok, YouTube, and emerging platforms. Combines storytelling, marketing awareness, and content production expertise to support brand growth and customer engagement.

CORE SKILLS

- Content Marketing & Content Planning
- Social Media Content Creation, Analytics & Reporting
- Audience Engagement
- Content Strategy Development
- Copywriting & Storytelling
- Editorial Calendars & Campaign Coordination
- Instagram, Facebook, TikTok, YouTube & Pinterest
- Meta Business Suite & Google Analytics
- Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator & Canva)
- AI-Assisted Content Workflows
- Video Production & Photography
- Trend Research & Audience Insights
- Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

E-Commerce Team Leader | London Drugs | North Vancouver Sep 2024 – Present

- Coordinate daily operations in a fast-paced retail environment.
- Collaborate across departments to support customer experience, digital services, and operational initiatives across the London Drugs ecosystem.
- Recognized for leadership, reliability, and strong communication skills.

Content Marketing Specialist & Multimedia Producer | Freelance Aug 2022 – Present

- Develop content marketing initiatives and social-first content for businesses using AI-assisted workflows and digital production tools.
- Create short-form and long-form content for Instagram, Facebook, TikTok, and YouTube.
- Develop content plans and campaign concepts aligned with client objectives.
- Monitor audience engagement and content performance to support ongoing improvement.
- Research audience trends and platform best practices.
- Coordinate creative projects from concept development through final delivery.
- Produce branded content, promotional campaigns, and digital marketing assets.

Creative Director | Blue Idea Cloud Media & Advertising 2019 – 2022

- Led content marketing and creative projects for multiple clients.
- Produced social media content, commercial campaigns, and digital advertising assets.
- Managed creative briefs, client communications, and project execution.
- Coordinated designers, content creators, and production teams.

Commercial Movie Director | Freelance 2014 – 2022

- Directed commercial and branded video productions.
- Led creative development and production execution.

TV Journalist & Producer | IRIB 2012 – 2014

- Produced television content and conducted interviews.
- Developed storytelling, communication, and audience-focused content skills.

SELECTED CONTENT & MARKETING PROJECTS

Adler Ads | Content Creation & Marketing Projects

- Created 50+ branded content and marketing assets for local businesses.
- Utilized AI-assisted workflows for social-first content production.
- Provided content and social media recommendations.
- Produced UGC-style content, collaborated with marketing stakeholders, and supported video production initiatives for London Drugs.

DAHCOB | Marketing Strategy & Content Development

- Supported online sales strategy, content positioning, and promotional content creation.

Soft Season Furniture

- Reviewed social media activities and provided content recommendations that improved engagement and visibility.

EDUCATION

- Master of Business Administration (International Business) | Trinity Western University | 2024
- Certificate of MBA (Business Strategy) | Tehran University | 2020
- Film Production Certificate | Iranian Youth Cinema Society | 2019
- Bachelor of Science, Engineering Physics (Optics and Laser) | Azad University | 2017

LANGUAGES

English (Fluent) | **French** (Basic) | **Farsi** (Native)

References available upon request.