

# SABRINA FAZAI

PHOTOGRAPHER | DIGITAL MARKETING  
SPECIALIST

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## OBJECTIVE -

I'm a professional photographer and digital marketing specialist based in Miami currently working towards becoming a creative director. I wish to combine my photography, psychology, and digital marketing backgrounds to bring new visions to life.

## SPECIALIZATION -

- Photography: portrait, street, fashion
- Art Direction: branding and styling
- Digital Marketing: content creation

## SKILLS -

- **Tools:** Adobe Creative Cloud (Photoshop, Lightroom, Spark, Illustrator), SproutSocial, Mailchimp, Google Ads, Google Analytics, Canva, G-Suite, Facebook ads, Instagram ads
- **Social Media:** Facebook, Instagram, Twitter, Pinterest, Tiktok, LinkedIn, Youtube, Snapchat
- **Content Creation:** photography, basic graphic design, logo creation, email marketing, blog marketing
- **Languages:** English (native), French (fluent), Spanish (intermediate)

## ACADEMIC PROJECTS

- **Campaign Brief**- developed a creative brief for the Atlantic Reef Conservation by collecting data from their analytics dashboard for Google, Instagram, and Facebook ([link to project](#))
- **Social Media Project** - created tailored content for Fern's (plant nursery) Instagram and Facebook accounts. I also designed Fern's logo ([link to project](#))

## WORK HISTORY

### PROFESSIONAL PHOTOGRAPHER

Freelance | July 2019 - Present

- Focus on culture and the human experience
- Specialize in portrait, street, and fashion photography
- Provide art direction and styling

### E-COMMERCE ASSISTANT

REC Thrift Store | February 2019 - July 2019

- Produced quality product shots for all inventory
- Created and implemented new brand style guides
- Organized inventory for both online and physical sales
- Developed strategies and content for social media platforms, like Facebook and Instagram

## ACADEMIC HISTORY

### THANKFUL

Digital Marketing Certificate | December 2020

### FLORIDA INTERNATIONAL UNIVERSITY

Bachelor of Arts in Psychology | Summer 2021