

Sana Ali

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Creative and detail-oriented marketing professional with 3 years of experience developing digital and print content, managing community outreach campaigns, and supporting event promotion. Skilled in Adobe Creative Suite, social media strategy, and website management. Proficient at creating engaging promotional materials and maintaining digital archives to support communications. Passionate about building visibility for initiatives that positively impact communities.

Work

Blooming Bud Daycare Center

Marketing & Office Administrator | September 2024 - Present

- Design and distribute newsletters, flyers, and event materials to families and staff.
- Update digital channels with announcements and maintain records of photo/video content for promotional use.
- Coordinate events and parent engagement activities, ensuring consistent brand messaging and timely promotion.
- Manage communications including phone, email, and visitor inquiries, providing strong customer service.
- Oversee compliance documentation and office organization while supporting staff communications.

Design Specialist | July 2020 – Dec 2021

- Led a full website redesign and rebranding initiative, including logo, signage, and marketing collateral.
- Produced print and digital content for recruitment, enrollment, and outreach, resulting in a 600% increase in inquiries.
- Created photo and design archives for easy use in newsletters, reports, and promotional campaigns.
- Developed internal templates to streamline communication and event marketing.

Lead Design & Social Media Coordinator - Believers Bail Out | September 2019 - January 2021

- Developed digital graphics, videos, and campaign materials, increasing social media engagement by over 800%.
- Designed and distributed promotional materials including flyers, social media posts, and newsletters.
- Coordinated website updates and content for national campaigns.
- Organized creative community initiatives, including an art call, boosting public engagement and visibility.

UX & Graphic Designer - Freelance | October 2019 - Present

- Design branding and promotional materials (logos, slide decks, flyers, digital ads) for clients across nonprofit and small business sectors.
- Manage projects from concept to delivery, ensuring alignment with client messaging and deadlines.
- Produce digital assets optimized for websites, social media, and video campaigns.

Client Specialist (Defined Contributions) - Alight Solutions | June 2018 - July 2019

- Delivered client-facing communication and data reporting for a Fortune 500 client with 60,000+ employees.
- Prepared accurate reports and presentations, ensuring compliance with industry standards.
- Strengthened organizational and communication skills in a fast-paced corporate environment.

Skills

Design & Marketing Tools | Adobe Creative Suite (InDesign, Illustrator, Photoshop), Canva, Figma, Microsoft Office Suite, Google Workspace

Digital Marketing & Communications | Social Media Management, Website Updates (Webflow, Wix), Newsletter Creation, Creative Writing, Editing, Community Outreach, Customer Service

Organization | Event Coordination, Photo/Video Archiving, File & Record Management, Scheduling

Education

UX Design Certification - Google | 2022

B.S. in Business Administration, Marketing - University of Illinois at Urbana - Champaign