

# SANDRA BRAVERMAN

• strategist and designer •

## EXPERIENCE

### **Social Media Manager / Graphic Designer**

April 2020 - Present

Amy Galper | New York, NY

- Successfully managed multiple projects at once
- Responsible for the social media brand management and post scheduling.
- Created engaging social media posts in a consistent voice, personality, and look and feel for the brand across all social media channels
- Expanded brand audience on social media
- Effectively filmed and edited assigned video projects
- Designed digital banners, workbooks, and social media graphics

### **Social Media Assistant / Community Manager**

Aug 2019 - Present

The New School | New York, NY

- Maintained communication between the school and prospective/incoming students
- Created engaging posts for social media that showcase The New School student voice
- Designed graphics upon request

### **Photographer / Videographer**

July 2015 - Present

Freelance | Vienna, AT + New York, NY

- Produced high quality content during concerts and festivals, to be used across different platforms
- Photographed an abundance of musicians, including Vulfpeck, A Day to Remember, Sum 41, Sleeping with Sirens, Northlane, and many more

### **Design Intern**

Aug 2020 - Oct 2020

SuperCycle | Vienna, AT

- Collaborated with the social media team to create graphics and illustrations for Instagram
- Successfully organized and executed a photoshoot of their studio, and produced content for their social media
- Re-designed the studio banner

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## SKILLS

Adobe Creative Suite | Photography | Videography | Design | Creative Writing | Storytelling | Video Editing  
| Creative Strategy | Research | Brand Strategy | English | Russian | German

## EDUCATION

Parsons School of Design | BBA