



Saba Fadakar

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SUMMARY

Marketing Artist and Motion Designer with 8+ years of hands-on experience creating consumer-facing visual content for marketing campaigns, digital platforms, and branded media. Specialised in motion graphics, video editing, and visual storytelling, with a strong focus on clarity, timing, and commercial impact. Experienced in turning marketing ideas into engaging visuals that help brands communicate clearly and stand out across web, mobile, and social platforms.

EDUCATION

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| 2022 – 2025
Istanbul, Turkey | Istanbul Aydın University
<i>B.A. in Visual Communication & Design</i> |
| 2018 – 2022
Istanbul, Turkey | Istanbul Aydın University
<i>B.A. Photography & Videography</i> |

PROFESSIONAL EXPERIENCE

- | | |
|------------------------------------|--|
| 2023 – Present
Istanbul, Turkey | Freelance Photographer
<i>Localgrapher & Frame A Trip & Viator</i> <ul style="list-style-type: none">- Provide portrait and lifestyle photography services for international clients.- Capture story-driven, natural, and consumer-oriented visuals tailored to individual client expectations.- Deliver professionally edited photographs suitable for personal use, social media, and digital platforms. |
| 2018 – 2022
Istanbul, Turkey | Yerino TV & Metis Property
<i>Freelance Videographer & Graphic Designer</i> <ul style="list-style-type: none">- Developed and executed targeted digital content strategies for Iranian tourists living in and visiting Istanbul.- Created structured content plans and publishing calendars for Instagram and website platforms to ensure consistent digital presence.- Managed end-to-end production of travel, city life, and real estate-focused visual and video content.- Planned and implemented digital promotional campaigns for real estate projects across social media and web channels.- Coordinated visual and video production processes, ensuring alignment with brand identity and marketing objectives.- Analysed content performance metrics and optimised strategies to increase engagement, reach, and audience conversion. |
| 2015 – Present | Freelance Photoshop Instructor <ul style="list-style-type: none">- Taught advanced Photoshop techniques including retouching, compositing, and photo manipulation- Conducted workshops and one-to-one training sessions for photographers and creatives- Delivered structured training programs from beginner to advanced level |

2013 – 2015
Tabriz, Iran

Blueshot Photography Studio

Retoucher & Visual Quality Specialist

- Deliver high-quality retouching and post-production for commercial and editorial photography projects.
- Maintain visual consistency and quality standards across large-scale content deliveries.
- Support marketing and promotional campaigns with polished, high-impact imagery.
- Apply strong visual judgement, attention to detail, and refined aesthetic standards

CORE COMPETENCIES

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|---|--|--|
| - Photography & Visual Storytelling | - Marketing Motion Graphics & Video Production | - Social Media & Digital Campaign Visuals |
| - Video Editing & Post-Production | - Motion Design for Web & Mobile Platforms | - Visual Quality Control & Art Direction |
| - Brand-Driven & Consumer-Focused Content | - Creative Concept Development & Ideation | - Strong Attention to Detail & Visual Judgment |
| - Cross-Functional Collaboration (Design & Marketing Teams) | | |

LANGUAGES

English — Native | **Turkish** — Native | **Persian** — Native | **Azerbaijani** — Native

INTERESTS

Photography | Visual Storytelling | Travel | Digital Content Creation

REFERENCES

References available upon request.