

MARIA NAQVI

DESIGNER/VISUAL STORYTELLER
OCADU BACHELORS ADVERTISING 2022



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PERSONAL PROFILE

Award Winning Creative Leader and Storyteller with a track record of delivering world-class design concepts using handcrafted visuals that inspire brand awareness and customer growth.

KEY EXPERTISE

- ▶ Content Art Direction
- ▶ Project Management
- ▶ Motion Graphics
- ▶ Digital & Print Advertising
- ▶ Social Media Marketing
- ▶ Market Research & Trends
- ▶ UX/UI Design
- ▶ Fine Art, & Photography

TECHNICAL SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere | Figma | MS Office | Procreate | Canva | Videography

PROFESSIONAL EXPERIENCE

ART DIRECTOR & CONTENT CREATOR | MISSISSAUGA ARTS COUNCIL Feb 2023 – Present

- I have worked on shaping the MAC social brand by creating fun and engaging content while highlighting the various talented members of the community. The social account engagement has seen a **309%** jump since I started working at MAC. Working on campaign for MAC rebrand launching in the new year.

CREATIVE CONSULTANT | UNIVERSITY OF CALGARY Jan 2023 – Present

- Running research project at the U of C involving newcomer families. **Workshops combine AI technology and fine art** to create work expressing the journey and identity shift that newcomers felt moving to Canada. Organizing exhibition of work produced at city hall. Recognized by the CBC.

FREELANCE | MARTIA CREATIVE Dec 2021 – Present

- As a freelance designer under my own company, I have had the privilege of working with high-profile clients. My work has been praised for its ability to **capture the essence of a brand** and bring it to life through thoughtful and strategic design solutions. I have honed my skills in time management, project coordination, and communication with clients, resulting in **successful collaborations and long-lasting relationships**.

MARKETING MANAGER | FIRST CHOICE HAIRCUTTERS Apr 2019 – Oct 2022

- Created multi-media advertisements which include digital and print graphics for salons, following set brand guidelines and collaborating with franchise owner to launch engaging promotional campaigns.
- **Increased brand reach for target demographic by improving Google SEO, creating social media ads (Facebook, Instagram, Google),** and updating the SEO to optimize content relevance and rank higher in popularity.

AWARDS

OCADU MEDAL WINNER | 2022

D&AD NEW BLOOD PORTFOLIO WINNER | 2022