



Sara Biatchinyi

Communication Designer

Paris, France

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

Italian

English

French

Spanish

About

As a Graphic Designer with a passion for Visual Identities and Social Media Marketing, I deliver exceptional results with an eye for detail. Having lived across multiple continents, I bring a diverse and multi-dimensional perspective to my work, inspired by the cultures and languages I've immersed myself in. My eagerness to learn and experiment drives my creative endeavors, complemented by a Master's of Arts in Arts & Society to deepen my understanding of the world.

BRANDS WORKED WITH

DARKMATTER Collective, Remote

FutureBrand

Omek, Remote

Paris Fashion Week Showroom Assistant

Sartoria Comunicazione

Stephen & Penelope

Studio Aika + Sara

Experience

● Marketing Communications Lead

DARKMATTER Collective, Remote | Nov 2022 - Now

Stedelijk Museum Amsterdam x DARKMATTER Collective Felix de Rooy Programme

- Lead of visual identity planning and creation for day event; focusing on cohesive and engaging visuals to highlight attendee experience.
- Designed eye-catching posters for the main events, as well as informative leaflets and thank you letters for attendees. Created compelling social media content, including graphics and copy, to promote the event across various platforms.
- Wrote B2C copy for promotional materials and e-mails, ensuring brand voice consistency and effective communication with potential attendees. Utilized SEO best practices in copywriting to optimize website content and increase online visibility for the event.
- Adjusted and lead KPIs analysis to adjust strategies as need to meet event goals.
- Managed multiple projects simultaneously, ensuring deadlines were met and all deliverables were of the highest quality. Year Event Planning funded by Stimuleringsfonds
- Led the visual identity planning for the Year Events, resulting in a cohesive and impactful brand identity across all marketing materials and touchpoints.
- Developed and executed design concepts for a variety of monthly events, including club nights, talks, and film viewings. Utilized a variety of design skills, such as social media content creation, B2C copywriting, and e-mail formatting, to enhance the impact of the visual identity and communications.
- Focused on creating a timeless visual identity that would effectively represent the non profit organization and its mission to advance the representation and visibility of the African diaspora in art and research.

● Graphic Designer

Omek, Remote | Jan 2022 - Now

Nike x Omek Talent Lab

- Created campaign visuals for the Omek Talent Lab x Nike online event, with a focus on the African diaspora and bicultural students.
- Developed and implemented social media copywriting strategies to effectively communicate the event's message and attract a diverse audience.
- Designed a cohesive visual identity for the event, including graphics, logos, and branding elements, to ensure a consistent and memorable experience for attendees.
- Demonstrated expertise in digital branding by utilizing various platforms and mediums to promote the event, including social media, email marketing, and website design.
- Successfully increased engagement and attendance for the event, resulting in a positive impact on Nike's internship program and brand recognition. Black Employee Network Event

- Conceptualized and executed a digital campaign for the Omek Event focused on Black Employee ERGs across large scale companies such as Footlocker, Nike, Booking.com.
- Designed social media content to promote and share the event on various platforms. Deliverables included both digital and in-person prints such as nametags, menus, and posters to enhance the event experience.
- Developed a visual identity for the event that aligned with the theme of diversity and inclusion in the workplace. Demonstrated skills in digital branding by creating a cohesive brand presence for the event across multiple touchpoints.

● Co-Founder

Studio Aika + Sara | Jan 2022 - Now

- Specializing in editorial, branding, and visual identities.
- Studio focusing on beautiful, fun, and innovative design projects bringing brands to life.
- Clients focusing on small brands and artists looking to elevate their visual identity.
- Role includes social media planning, creative strategy and direction, visual identity, and copywriting.



● Social Media Specialist

Stephen & Penelope | Jan 2022 - Jan 2023

- Utilized SEO copywriting to optimize content for search engines and increase online visibility.
- Planned and executed social media campaigns to drive engagement and increase brand awareness.
- Developed influencer marketing strategies to reach new audiences and promote products/ services.
- Created compelling social media content to engage followers and maintain customer loyalty.
- Managed and maintained customer interaction through various social media channels.
- Successfully attracted new clients and expanded the account's reach to a 100,000+ following.



● FutureBrand | Jan 2019

- Worked as an intern in B2B marketing and branding, collaborating with local companies to create updated visuals and re-branding strategies to enhance their client engagement and expand their consumer market.
- Developed project briefs and conducted market research to identify the clients' target audience, competitors and unique selling proposition (USP).
- Created logo and brand designs that aligned with the clients' goals and values, while maintaining a consistent visual identity across all marketing channels.
- Delivered engaging and informative presentations to clients, showcasing the re-branding strategies and design concepts in a clear and concise manner.
- Thrived in a fast-paced work environment, adapting to changing priorities and tight deadlines while maintaining a high standard of quality in all deliverables.



● Sartoria Comunicazione | Jan 2018

- Completed an internship as a graphic designer with a focus on B2B and B2C branding projects. Main client was TechnoGym, for whom I worked on branding and visual identity projects to enhance customer engagement.
- Developed skills in Adobe Creative Suite, including Illustrator, Photoshop, and InDesign.
- Led creative brief development, working closely with clients to understand their vision and goals for each project.
- Collaborated with a team of designers, copywriters, and project managers to deliver projects on time and on budget.
- Gained experience in a fast-paced work environment, managing multiple projects simultaneously and meeting tight deadlines.

- Contributed to brainstorming sessions and provided creative input to help shape project direction. Additionally, demonstrated strong attention to detail and a commitment to producing high-quality work.
- **Paris Fashion Week Showroom Assistant | Jan 2018**
 - Assisted in organizing and managing showrooms for prestigious fashion events such as Phillip Lim and BOON during Paris Fashion Week (Spring/Summer 2018).
 - Handled labeling and assisted with backstage operations to ensure a smooth and successful event.
 - Interacted with clients and potential customers, providing excellent customer service and supporting sales efforts.
 - Developed skills in event management, organization, and multitasking under pressure in a fast paced environment. **ACHIEVEMENTS** Co-Founder BIA Football Club, 2023 - Ongoing
 - Passionate about creating inclusive and welcoming spaces for women in football.
 - Experienced in organizing and promoting events to celebrate women's football and create a sense of community.
 - Committed to breaking down stereotypes and stigma around women's involvement in football.
 - Strong communication and interpersonal skills for building relationships with fellow football enthusiasts and potential partners/sponsors.

Education & Training

- **Utrecht University**
Master's in Art & Society (Art & Culture),
- **Paris College of Art**
Bachelor of Fine Arts,
- **Willem de Kooning Academie**
Graphic Design Exchange,