

SANDRA SAAD



CREATIVE DIRECTOR | BRAND BUILDER | AI STRATEGIST

Visionary Creative Director with 12+ years of strategic brand leadership, driving multi-platform innovation across digital, print, video, and experiential. Bringing a unique mix of creative bravery, brand discipline, and business impact. With a passion and a deep understanding of design, focused on architecting brand universes people want to live in.

✉ **EMAIL**
sandra.saad6@gmail.com

📞 **PHONE**
647.987.7404

📍 **LOCATION**
Toronto, ON

🖱 **PORTFOLIO**
design-sandra.com

WORK EXPERIENCE

CREATIVE DIRECTOR

2024 - PRESENT | **Freelance** - Toronto, ON

- Building high-velocity creative pipelines using AI tools (Runway, Midjourney, ChatGPT, ElevenLabs) to ideate, test, and launch new ad concepts within 24-48 hours
- Developing and implementing multi-channel content strategies for various clients, resulting in increased brand awareness and engagement
- Maintaining high standards of creative output by conducting regular reviews and critiques of work. Ensure all creative deliverables are accurate, on-brand, and align with client objectives
- Directing high-stakes client pitches, translating ambiguous briefs into compelling narratives and visuals that convert

CREATIVE DIRECTOR

2022 - 2023 | **BET99 Sportsbook & Casino** - Toronto, ON

- Orchestrated a brand overhaul, aligning identity and voice with evolving market dynamics and positioning the company for rapid growth
- Managed creative budget, implemented design systems and effective time tracking, and optimized team workflows for improved efficiency
- Mentored a team of creatives, fostering a culture of experimentation and high standards, rooted in data-backed insights and strategic storytelling.
- Provided direction across all touchpoints including briefing, storyboarding, designing, on-set direction, and post-production finalization

EXPERTISE

Performance Creative
AI + Generative Tools
Concept Development
Campaign Architecture
Video Storyboarding
Workflow Integration
Team Leadership
Content Strategy
Adobe CC Suite
Project Management
External Agency Management
Team Coaching
and Development

EDUCATION

BACHELOR IN GRAPHIC DESIGN

2014
George Brown College
Toronto, ON

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WORK EXPERIENCE cont.

ASSOCIATE CREATIVE DIRECTOR

2021 - 2022 | Pixels and Pencils Creative Direction Agency - Toronto, ON

- Spearheaded conceptual development and campaign ideation for B2B and B2C clients, anchoring all work in business goals and user behavior
- Acted as the creative bridge between clients and internal teams, confidently leading presentations and securing stakeholder buy-in
- Championed consistent delivery of high-caliber creative, upskilling the team in emerging tools

ART DIRECTOR & PRODUCTION COORDINATOR

2017 - 2021 | Tempur+Sealy Canada - Toronto, ON

- Conceptualized and launched 360° product campaigns, managing everything from moodboarding to production oversight
- Collaborated with photographers, designers, and vendors to ensure proper execution of campaign elements
- Developed creative content for retail, eCommerce, and digital platforms, driving consistency and growth.

GRAPHIC DESIGNER

2014 - 2017 | Staedtler-Mars Limited - Toronto, ON

- Developed and maintained the visual identity and brand consistency across various platforms, ensuring a cohesive and impactful brand presence
- Created eye-catching and effective marketing collateral, including brochures, flyers, and promotional materials
- Utilized advanced proficiency in Adobe Creative Suite to design and produced high-quality graphics for print and digital media

KEY ACHIEVEMENTS

Led rebranding and creative direction for multiple DTC product launches, increasing brand lift and performance ad effectiveness.

Built and scaled remote creative teams, streamlining workflows with AI and automation tools.

Oversaw the creative direction of a major product launches, contributing to an increase in sales and establishing the product as an industry leader.

Drove 30–50% performance lift through cultural storytelling, UGC testing, and narrative iteration.