

Sadhana Pakala

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EXPERIENCE

Freelance Graphic Designer

May 2023 – Present

Independent Creative & Brand Consultant | New York, NY

- Design brand identities, marketing collateral, presentation decks, and social content for early-stage startups, small businesses, and nonprofit organizations
- Lead creative direction from concept through final delivery, aligning visual design with brand positioning, audience insights, and campaign objectives
- Manage all aspects of client relationships including scoping, proposals, timelines, revisions, and asset handoffs to ensure seamless execution and repeat engagements

ServiceNow

Jul 2023 – Sept 2025

Brand Initiatives Project Manager | New York, NY

- Managed end-to-end execution of global brand initiatives including platform releases, sponsorships, and internal campaigns, ensuring strategic alignment with brand vision and adherence to corporate guidelines
- Collaborated with production teams to develop video content highlighting company culture, resulting in measurable increases in social media engagement and brand awareness metrics
- Coordinated cross-functional project delivery across multiple stakeholders, providing strategic guidance and regular communication cadences to drive successful project outcomes within scope and timeline

DDN Legends National Dance Competition

Jul 2022 – Aug 2023

Creative Project Manager | Remote

- Pioneered Creative Project Manager role from ground up, establishing design team processes, workflows, and organizational integration strategies that enhanced cross-departmental collaboration for national competition planning
- Led team of 5 designers through content creation and social media strategy development, implementing productivity-focused workflow structures that streamlined deliverable creation and improved team efficiency
- Guided comprehensive creative support across all organizational teams, ensuring seamless delivery of designed collateral and executing strategic brand refresh to align with new competition season objectives

Scout: Northeastern's Student-Led Design Studio

Jan 2022 – Jun 2023

Project Lead | Boston, MA

- Oversaw client relationships for small business stakeholders, leading project scoping, proposal development, and delivery of comprehensive brand refresh projects from initial brief through final deliverables
- Directed cross-functional teams of 5 designers through 4-month agile design cycles, facilitating weekly sprints, user testing sessions, and iterative development to ensure on-time, on-scope project completion
- Coordinated strategic project oversight with design and tech directors through regular stakeholder meetings, maintaining project timelines and incorporating feedback to drive successful brand creation and redesign outcomes

Women's Interdisciplinary Society of Entrepreneurship

May 2021 – May 2022

VP of Design | Boston, MA

- Established brand consistency across all visual touchpoints and coordinated cross-functional design operations with VP of Marketing to streamline campaign planning, content delivery, and maintain alignment between creative and promotional strategies
- Mentored Design Associate through skill development and workflow management across social content, marketing materials, and design requests

Unispace

Jan 2021 – Jun 2021

Marketing and Graphic Co-Op | Boston, MA

- Developed client-facing proposals and presentations that adhered to brand guidelines, supporting business development efforts through strategically designed materials for prospect meetings
- Partnered with global marketing teams to deliver graphic design support across multiple projects, gaining exposure to corporate workflows and brand management processes in professional consulting environment

EDUCATION

Northeastern University | May 2023 | Boston, MA

B.S in Business Administration and Design Concentrations: Graphic Design & Marketing

- Summa Cum Laude; Dean's List
- NU Rangila Dance Team; 2020 Orientation Leader; First Year Peer Mentor; Kappa Delta Sorority, Tastemakers Music Magazine

SKILLS & INTERESTS

- **Certifications:** Adobe Illustrator, Adobe InDesign
- **Skills:** Wrike, Figma, Notion, Adobe Suite, Google Workspace; Strategic Planning; Brand Marketing; Project Management; Mentorship; Cross-functional Collaboration