

# Sadhana Pakala

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## EXPERIENCE

### **Freelance Graphic Designer**

*Independent Creative & Brand Consultant | New York, NY*

May 2023 – Present

- 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**

*Brand Initiatives Project Manager | New York, NY*

Jul 2023 – Sept 2025

- 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