

Sarah Masete

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EDUCATION

Mischief Makers
Leading groups course (Facilitation)
University of Gävle
3D-modeling/ animation in Open Source
Hyper Island
Digital Media Creative
University of Luleå
Entrepreneurship and business planning
University of Stockholm
Psychology I
University of Gävle
Impact on attitude and behaviors

GRADUATION

Online
June 2023
Online
January 2023
Online/Stockholm
June 2022
Online
June 2020
Stockholm
January 2020
Online
November 2018

WORK EXPERIENCE

Freelance Creative Director and Brand designer for The Dopamine Studios

Rebranding, guiding and building a new creative direction
The Dopamine Studio is a training hub and community with the creative scene in Berlin being the target group, I lifted their brand and visual identity to be more aligned with their goals and to create more opportunities from a macro and micro perspective.

Online
Mars 24 - May 24

Freelance AI designer for EOTO Berlin

Designing AI visuals for their socials, with a focus on activism
Each One Teach One (EOTO) is a community-based education and empowerment project in Berlin that together with other organizations, advocates for the interests of black, African and Afro Diasporic people in Germany and Europe, i freelance from them creating visuals via Midjourney.

Online
Dec - ongoing

Art director and Project Manager at Kilowatt Berlin

Art and creative directing Kilowatt and out events
Since I kicked off my journey as an Art director at Kilowatt, defining our brand strategy, art directing concepts for our events, designing visuals, and onboarded set designer guide via creative art direction - we have more than doubled our reach and recognition. Visuals found at IG @kilowattberlin.

Online
May 23 - ongoing

Brand director + Programme Lead at Routes In for Soho Mentorship Programme

Lifting up the NGO Routes in via branding, design and programme leadership in cohorts.
Kicking off the Berlin Soho Mentorship Program as Program Lead and soon to kick off a new brand identity as a Brand Director for Routes in. Besides that covering content, recruiting and community.

Online
Apr 23 - ongoing

Digital Marketer and designer for Mischief Makers

Developing strategies and executing content for marketing channels
Creating marketing assets for an agency based in Amsterdam developing and holding courses in personal growth in leadership, facilitation and communication.

Online
Ongoing

Visual Researcher and 3D/Motion Designer for New York Times via Bonaparte Films

Visual research for NYT campaign and asset creation in from of 3D/animation in Blender
Developing 3D/animation + executing visual research for the New York Times Campaign of 2023, getting **shortlisted 7 times** for The New York Times Campaign at **Cannes Lions**.

Berlin
Mars 2023

Content creator for SYD @therealsyd

Creating micro influencer content and UGC content

Responding to client creative briefs with a goal of targeting and reaching high exposure on social media channels like Instagram and Tiktok. Using Adobe Photoshop and Tiktok to create interesting content.

Online*Ongoing***Internship at Gorillas as a Global Brand and Content Strategist**

Creating global campaigns, creative research and analytics, packaging concepts and briefs

Creating strategies and concepts based on cultural insights, research and opportunities. Managing and briefing markets world wide. Collaborating with clients such as PSG and creating TVC commercials benefiting both the client and our own marketing needs.

Berlin*Jan - Jun 2022***Freelancing - AF Productions (Sex och Fördom)**

Art direction, branding and content creation, AR

Developing a strategic branding based on research as well as cover art and an AR filter for the launching of the Sex och Fördom which has grown to become one of Sweden's toplist podcasts. The AR filter has at this moment 325k (1st of June 22) interactions and has resulted in us reaching great exposure for the podcast.

Stockholm*Nov 2021- Jan 2022***Art Director at Hyper Island**

Project Manager, Creative Director, Strategist, UX/UI designer, Growth Hacker

Working with clients such as HM Group, Söderberg and Partners, i.Am Lab, and Mekonomen to innovate, growth-hack, rebrand and find solutions to their digital challenges.

Stockholm*Aug 2020 - Now***Strategic Content Manager**

Strategic Content Manager

Creating a strong foundation for creating a strategy for my clients account based on qualitative and quantitative research on her target group. Creating, implementing, and managing the content as well as strategically ideating new ideas of content. This resulted in a higher engagement rate by 43%.

Stockholm*Jun - Aug 2021***Freelancing - Lifesum**

AR designer and developer

Developed and designed an interactive Instagram filter called "Nutritional Quiz" for Lifesum. The filter has already reached the most impressions out of Lifesums filters with 416,3k impressions.

Stockholm*Dec 2020- Jan 2021***SKILLS & INTERESTS**

Skills: Art and creative direction, Adobe (Illustrator, Photoshop, Indesign, Lightroom), Figma, Midjourney, Runway AI, Playground AI, Blender, Spark AR, Google Analytics, Notion, Research, Strategy, Briefing, Concept creation, Facilitation, Project management, Events management. I Speak fluent Swedish, Polish, and English. Beginner in German. Understanding Norwegian, Danish, Czech, Ukrainian.

Interests: What I like to do outside of work is experiencing cultures, through travel and food. I also enjoy practicing my creative skills through softwares such as Blender, AI, Spark AR, CGI and Photoshop as well as painting fine art. I thrive by being surrounded by people that inspire me and am drawn to challenging myself.