

JUSTIN SADOFF

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PROFESSIONAL EXPERIENCE

Social Media Manager

Special Luxury Travel | Travel Agency

September 2024 – Present

- Supported client acquisition by executing Instagram-based digital marketing strategy, creating branded content, and publishing campaigns to generate inbound inquiries and qualified leads
- Developed and scheduled consistent content using planning tools to maintain brand visibility and audience engagement
- Produced and optimized digital marketing assets using Adobe Creative Suite to strengthen brand identity and support promotional travel offerings
- Expanded brand reach through community engagement, partnerships, and proactive outreach within the luxury travel ecosystem to generate new business opportunities

Coachella Valley Volunteers in Medicine | Healthcare Nonprofit

July 2024 – March 2025

- Managed social media content strategy by designing and publishing branded content and campaign materials for fundraising events and community initiatives to increase organizational visibility
- Developed social media strategy and content planning in alignment with leadership to ensure consistent branding across platforms and support fundraising and donation campaigns
- Created digital marketing collateral including posters and newsletters to support outreach and maintain brand consistency

Freelance Graphic Designer

May 2023 - Present

- Developed branding systems and visual identities, along with marketing and campaign assets, for clients across a diverse range of industries to strengthen brand visibility and engagement
- Translated client objectives into cohesive visual branding strategies aligned with marketing goals across multiple platform
- Managed end-to-end client relationships, evaluating needs, presenting concepts, and refining deliverables to ensure satisfaction and repeat business

EDUCATION

University of Colorado Boulder

Bachelor of Science

SKILLS

Adobe Suites • Social Media Analytics & Content Scheduling ([Later.com](https://later.com)) • Digital Content Creation • Canva • Instagram • Facebook • Google Drive • Microsoft Office