

Säde-Lee Räst

Content creator | Junior digital marketing specialist

Barcelona, Spain

Email: sadelee.rast@gmail.com | Phone: +34 611528188/+372 59089995

Portfolio: <https://sadelee.vercel.app> | IG: @sadelee.rast

Driving license: B. B1

PROFILE

Creative and driven Digital Content Creator with expertise in social media marketing, content strategy, and audience engagement. Proven ability to grow brand presence through engaging multimedia content. Skilled in content creation, copywriting, and visual storytelling, with experience in SEO principles. Proficient in Canva, Adobe Lightroom, and AI-powered content tools, with a strong passion for video editing and community building.

WORK EXPERIENCE

Content creator/Social Media Planner

Beder | Barcelona, Spain | 2022 - Present

- Create travel videos for the startup's platform, focusing on geographically precise locations in Barcelona
- Develop content ideas, shoot, and edit engaging travel videos
- Ensure accuracy in location-based content to enhance user experience
- Upload and manage content on the platform to maintain consistency and brand alignment

Content creator/Social Media Specialist

Fat Tire Tours | Barcelona, Spain | 2023-2024

- Created viral travel content, including a video that reached 1.2M views on Instagram & TikTok
- Produced another Instagram reel with 100K+ views showcasing Barcelona experiences
- Contributed to Instagram growth from 24K to 35K followers through strategic content planning
- Developed engaging copywriting and video scripts

Sales & Customer service Roles (Selected Experience)

- Sales Assistant | Inditex & Toni Pons | Spain 2023/2023 - Present
- Customer Service Specialist | Bali OÜ | Estonia (2020-2021)
- Tourist Entertainer | Gestihotels Alegria SL | Spain (2019)
- Sales Advisor | Dada Gopal OÜ | Estonia (2018-2019)

Assistant project manager

MTÜ Academia Pernaviensis | Estonia 2020

- Participated in business concept discussions, offering insights as a representative of the target group
- Created and managed digital content to enhance the organization's online presence
- Documented key insights from guest speaker events and integrated them into the website
- Assisted in organizing events, ensuring smooth operations and speaker coordination

Administrative back office

Jardin OÜ | Estonia 2018

- Conducted data research and maintenance, ensuring accurate and up-to-date information for the company's e-commerce platform
- Captured high-quality product photography for the online store, enhancing visual presentation and user experience
- Researched and compiled detailed care instructions, organizing the data in Excel for easy reference and future updates
- Uploaded and managed product listings on WordPress, updating outdated information and integrating care guides

EDUCATION & CERTIFICATIONS

- Digital Marketing Certification. Ettevõtluskeskus (2022)
- Masterreels course. Insta Couch Mike (2021)
- Diploma in **Entrepreneurship and Project Management**. University of Tartu (2018-2021)

SKILLS & COMPETENCES

- Video editing & Graphic Design (Adobe Lightroom, Canva, Capcut)
- Social Media Marketing (Instagram, TikTok, Facebook, Youtube)
- SEO & content strategy (Semrush, Keyword Research)
- AI tools for marketing
- Teamwork & cooperation
- Communication & organization
- Independent learning
- Creativity & content creation
- Copywriting & storytelling
- Social media planning

LANGUAGES

- Estonian (C2) | English (C1) | Spanish (B2/C1) | Catalan (B1) | Russian (A1)