



Sarah Welsh

9+ years formal education and experience in utilizing illustration, fine arts, and graphics to develop content for strategic layouts and visual concepts

CONTACT

- (937) 607-8847
- www.sarahwelshdesign.com
- sarahwelshdesign@gmail.com

Skills listed were frequently utilized throughout my experience positions and freelance work

SKILLS

InDesign
Illustrator
Photoshop
Lightroom
Premiere Pro
Market Research

DESIGN SKILLS

Typography
Logo Design
Video Editing
Digital Retouching
Printing Techniques
Fine Art & Illustration
Layout & Composition

SOFT SKILLS

Creativity
Planning
Leadership
Adaptability
Collaboration
Communication
Critical Thinking
Time Management

AWARDS

Magna Cum Laude
Honors Program
Deans Scholarship
Deans List Distinction

PROFESSIONAL ASSOCIATIONS

American Marketing Association

EXPERIENCE

Freelance Graphic Designer | 2014 - Present

- Illustration, layouts, and logo design
- Developing overall layouts and visual designs

Head Graphic Designer

McDonald's | Casper's Company franchise | Jan - May 2018

- Designed print and digital assets following established corporate guidelines
- Developed promotional materials utilized on multiple platforms increasing new and returning consumer rate
- Developed package designs for new menu concepts designed to increase millennial traffic

Advertising & Public Relations Management

USAmeriBank & National Valley Bank merger | Jan - May 2018

Positive Coaching Alliance | Sept - Dec 2016

TechStart | Sept - Dec 2016

- Conducted a complete brand overhaul developed for the bank's merger
- Created a press kit in order package and distribute promotional materials
- Developed campaigns utilized across multiple digital platforms increasing awareness

Marketing & Events Associate

iTrekkers Outdoor & Adventure | Oct 2017- Jan 2018

- Analyzed demographic and lifestyle trends increasing marketing precision and higher ROI
- Managed and scouted location opportunities
- Conveyed information effectively to various stakeholders increasing the volume of returning customers and a large increase in sales
- Provided feedback and developed innovative new ways to adapt, promote, and generate brand recognition resulting in increased customer demand

Marketing & Social Media Management Intern

Prospera Realty & Property Management | Aug - Dec 2017

Stridis Media Group | Jan - May 2017

Glazer Children's Museum | Sept - Dec 2016

- Created, scheduled, and published original, high-quality social media content increasing frequency and reach of the message
- Promoted and boosted content through social advertising resulting in an increased click-through rate and awareness
- Communicated a company's message on multiple platforms
- Created media alerts and press releases for events increasing awareness and accessibility
- Created company flyers, brochures, and graphics for publics
- Assisted with capturing and analyzing social media content resulting in a deeper knowledge of our consumer segment

EDUCATION

B.A. in Advertising & Public Relations

Marketing Minor
The University of Tampa | May 2018

Art & Design Foundation Diploma

Concentration in Graphic Design
West Suffolk College | University of the Arts London | 2014

Life Drawing

Extra Curricular, Fine & Studio Arts | 2014