



Sarah Welsh

marketing and design



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

SKILLS

InDesign	██████████
Illustrator	██████████
Photoshop	██████████
Sketch	██████████
Leadership	██████████
Adaptability	██████████
Collaboration	██████████
Critical Thinking	██████████
Time Management	██████████

AWARDS

Magna Cum Laude

PROFESSIONAL ASSOCIATIONS

American Marketing Association

CONTACT

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EXPERIENCE

Client Services Coordinator

Colliers International | Feb 2019 - Present

- Collaborate with the marketing team to complete projects and initiatives before deadlines and following brand guidelines.
- Support sales and marketing efforts by concepting and designing print and digital collateral both reactively and proactively.
- Develop and maintain the email content calendar.
- Create efficient and accurate timelines for design projects and deliver as promised.
- Coordinate with Field Services on all HOA requirements and signage logistics.
- Process commission checks using platforms such as DTS and Adobe to ensure prompt payment of brokers and affiliates.
- Assist with daily administrative functions and client database management.

AppleOne Temporary Agency | Oct 2018 - Feb 2019

SeaBreeze Property Management | Data Entry & Processor, Accounts Payable & HR

Volcom Boardwear Inc. | Receptionist

SRS Real Estate Partners | Marketing Assistant/Admin Support

Sovereign Lending Group, Inc. | Receptionist

Head Graphic Designer

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

- Designed print and digital assets following established corporate guidelines.
- Developed package designs for new menu concepts designed to increase millennial traffic.

Marketing & Events Associate

iTrekks Outdoor & Adventure | Oct 2017- Jan 2018

- Analyzed demographic and lifestyle trends increasing marketing precision and higher ROI.
- Managed and scouted event location opportunities.
- Developed innovative new ways to adapt, promote, and generate brand recognition.

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 content increasing reach of message.
- Promoted content through social advertising resulting in an increased click-through rate.
- Created media alerts and press releases for events increasing awareness and accessibility.
- Captured and analyzed social media content resulting in deeper consumer segment knowledge.

EDUCATION

2014 - 2018 **B.A. in Advertising & Public Relations**

Minor in Marketing

The University of Tampa

2013 - 2014 **Art & Design Foundation Diploma**

Concentration in Graphic Design

West Suffolk College | Affiliated with University of the Arts London

2010 - 2013 **Life Drawing**

County Upper School