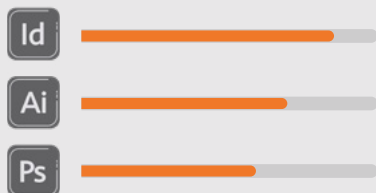


## Skills



## Education

2014 - 2018

**B.A. in Advertising & Public Relations  
Minor in Marketing**

The University of Tampa | Tampa, FL

2013-2014

**Art & Design Foundation Diploma  
Concentration in Graphic Design**

West Suffolk College | England

Affiliated with University of the Arts London

## Memberships

**American Marketing Association**

Triangle Chapter | Durham, NC

## Experience

### Graphic Designer

**Colliers | Industrial Capital Markets | Irvine, CA | June 2021 - Present**

- Translate strategic direction into unique, client facing design utilizing Adobe InDesign and Illustrator, aiding our team in generating a total 2022 revenue of \$1.3B.
- Collaborate with other leads to form a cohesive, versatile offering presented through print and digital media, resulting in 28 closed deals in 2022.
- Evolve client branded framework for utilization throughout the marketing process.
- Create custom marketing collateral packages; earned "Sale/Acquisition of the Year 2022" from CoStar's Impact Awards.
- Connect and brainstorm weekly in team meetings to identify project priority and leads, ensuring a seamless process from conceptualization to sale.

**Senior Marketing & Client Services Coordinator | May 2020 - June 2021**

- Trained and managed team members in Microsoft Office and Adobe softwares.
- Developed and adhered to efficient timelines for long and short-term design projects.

**Marketing & Client Services Coordinator | Feb 2019 - May 2020**

- Collaborated with the regional marketing team to complete brand-compliant projects and initiatives before deadlines.
- Concepted and designed print and digital collateral supporting sales and marketing.
- Developed and maintained the email content calendar.
- Identified areas of opportunity and proposed solutions regarding office procedures and marketing techniques.
- Coordinated with Field Services on all HOA requirements and signage logistics.

**AppleOne Temporary Agency | Costa Mesa, CA | Oct 2018 - Feb 2019**

### Head Graphic Designer

**McDonald's | Casper's Company Franchise | Tampa, FL | Jan - May 2018**

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

### Marketing & Events Associate

**iTrekkers Outdoor & Adventure | Tampa, FL | Oct 2017- Jan 2018**

- Analyzed demographic and lifestyle trends resulting in tailored advertisements, increasing marketing precision and higher ROI.
- Managed and scouted event location opportunities.

### Marketing & Social Media Management Intern

**Prospera Realty & Property Management | Tampa, FL | Aug - Dec 2017**

**Stridis Media Group | Tampa, FL | Jan - May 2017**


**Glazer Children's Museum | Sept - Dec 2016**


- Created, scheduled, and published original content increasing reach of message.
- Created media alerts and press releases increasing awareness and accessibility.


# Sarah Welsh

## Graphic Designer

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

 raleigh, north carolina

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