

SARA CHAMBERLAIN

CREATIVE DIRECTOR | GRAPHIC DESIGNER | WEB DESIGNER

S A R A J C H A M B E R L A I N . C O M

EXPERIENCE

FREELANCE GRAPHIC & WEB DESIGNER

sarajchamberlain.com / 2010 - PRESENT

Create a wide-range of the marketing materials including print work, such as:

- Brochures
- Business Cards
- Direct Mail Campaigns
- Flyers
- Letterheads
- Logo Design
- Note Cards

Create web related content (landing pages, full websites, e-commerce sites):

- CMS sites such as Drupal, Joomla, WordPress
- Flash
- HTML
- Email Marketing Campaigns

Assist with Social Media Implementation:

- Design of Social Media profiles
- Gaining followers for Social Media profiles
- Content for Social Media profiles

Assist with Search Engine Optimization:

- Correcting errors/warnings on website
- Correcting and claiming company listings
- Creating Content for website and social media of plan.

CREATIVE DIRECTOR | SENIOR GRAPHIC & WEB DESIGNER

Montbriar | Global Platinum Services / AUG 2014 - OCT 2017

Day-to-day management of the five person design staff. This includes: over all creative direction of the web, print, video and social media collateral produced.

Aid the CMO with overall marketing and big picture planning for MontBriar/GPS.

Assist the CTO with projects that his team handles the back-end design and programming for, as well as acting as a liaison between the Marketing & Tech departments.

Act as the liaison between our programming vendor, Greystar, and handle the requests of Executive team in relation to this.

Act as the front-end web developer/designer for MontBriar's various MLM brands, re-brands and new brands as they are acquired and developed.

Developed web-to-print application to aid reps in creating their own marketing materials while keeping in-line with the branding outlined and designed by my department.

Aided in the development of the creation of an online store to sell promotional products.

Create and/or manage the creation of a variety of printed materials as needed for MontBriar's various brands including: Business Cards, Books and Booklets, Brochures, Catalogs, Data Sheet Sheets, Direct Mail, Letterheads, and Promotional Materials.

Assisted with the creation of the social media plan for the major brands of MontBriar (and later GPS), and oversaw the ROI reporting and implementation.

CONTACT

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 **Email**
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SOCIAL

 **LINKEDIN**
linkedin.com/in/sarajchamberlain

 **TWITTER**
twitter.com/creativityborn

 **PINTEREST**
pinterest.com/creativityborn

EDUCATION & SKILLS

DEGREES

CERTIFICATE, SOCIAL MEDIA

Cincinnati State
Cincinnati, OH
2012

BACHELOR OF ART, GRAPHIC DESIGN

Rochester Institute of Technology
Rochester, NY
1998-2002

SOFTWARE SPECIALTIES

Adobe Acrobat, Adobe Director, Adobe Dreamweaver, Adobe Fireworks, Adobe Flash, Adobe Freehand, Adobe ImageReady, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Microsoft Access, Microsoft Excel, Microsoft Outlook, Microsoft PowerPoint, Microsoft Publisher, Microsoft Word, and QuarkXpress.

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EXPERIENCE

GRAPHIC DESIGNER | PHOTOGRAPHER

Sibcy Cline Realtors® / JUNE 2006 - JUNE 2010

Created all marketing pieces for 400 of the company's 1400 agents as well as 7 of the company's 21 offices.

THIS INCLUDED:

- Brochures
- Business Cards
- Direct Mail Campaigns
- Flyers
- Letterheads
- Logo Design
- Note Cards

Designed quarterly newsletter showcasing the activities in the 21 branch offices, announcing birthdays, anniversaries, birthdates, etc., as well as organizing this information and the collection of this information.

Photographed Sibcy Cline's listed properties per real estate agent and homeowners requests.

GRAPHIC DESIGNER

Trader Publishing Company / SEPT 2002 - JUNE 2006

Created all the marketing collateral for the sales reps, the sales department and the Detroit office.

THIS INCLUDED:

Brochures, Business Cards, Direct Mail Campaigns, Flyers, Letterheads Logo Design, and Note Cards.

Acted as the liaison between the production department and the commercial sales department.

VOLUNTEER WORK

BE KIND TO CYCLISTS

2016, Design for Bus Campaign

READY SET GO DANCE

2014, Re-Design of Website

LEAGUE FOR ANIMAL WELFARE

2007 to 2012

GRAPHIC DESIGNER

Assist in all aspects of design: Banners, Invitations, Logos, Posters, Ads, Brochures, etc.

TEACHER

Taught new volunteer orientation class

This included: the in's and out's of walking dogs - the policy and procedures, etc.

VOLUNTEER

100+ hours/year

SOCIAL MEDIA / WEBSITE COMMITTEE MEMBER

Assist in growing the LFAW's social media following on Facebook and Twitter (as well as other social media websites)

Assisted in the re-designing of the website

STRATEGIC BRANDING COMMITTEE MEMBER

Assisted in determining the overall brand strategy.

Assisted in developing brand standards to create a consistent image and identity.

DOG COMMITTEE MEMBER

Assist in decisions affecting the dogs at the animal shelter

Discuss issues brought to us from the Board of Directors

WHAT PEOPLE SAY...

"Sara brings a wealth of knowledge & professionalism to graphic design. She was a part of my team for over three years and was always willing and eager to take on any task assigned to her - from simple business card designs to complex websites."

Jennifer Maldonado | VP of Marketing, GPS

"Sara was a great find! The design and changes she did to our website were awesome and saved us lots of phone time!! She didn't charge an arm and a leg like most web designers do... We only needed one page created. After I saw her work I allowed her to make more changes to our website; and payed her more of course!! She also set up SSL to keep our data secure! She is highly recommended!"

Mickey Michalek | Owner, Bongo Party Bus

"I've had the pleasure of working with Sara at Trader Classified Media. Sara always had a positive "can do" attitude and handled any stress the job might have tossed her way professionally. She treated other coworkers equally and admirably. She was always committed to meeting deadlines. Her artwork rivaled some of other graphic designers who had been working for Trader for years. The sales reps saw this and often chose her over the other graphic designers for creating display pages."

Jennifer Mills | IT Director, Trader Publishing

"Sara is a very creative person. She can take a concept and bring it to life with words and graphics. I appreciate and miss her talent."

Michelle Sloan | Sibcy Cline Realtors®

"Sara was very helpful on more than one marketing projects for me while she was in the Marketing Department at Sibcy Cline. These included postcards, pamphlets and general marketing advice. Anyone who works with Sara will get not only professional, detailed products, but sincere & personalized advice."

Mark Taylor | Sibcy Cline Realtors®

"Sara has been a creative professional. Always quick to respond to my agents needs with the highest degree of attention to detail.

Mary Stone | Sibcy Cline Realtors®