

SARAH GIBSON

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Saint Petersburg, Florida

EXPERIENCE

Design Director

TRUEFIRE

*Saint Petersburg, Florida * October 2019–Present*

Craft marketing campaign art sets for use across email, social media & landing pages built on Squarespace and HubSpot.

Collaborate with marketing, development & production teams on product offerings and marketing efforts.

Maintain UI for website, mobile apps & email when updates are needed.

Assist photoshoots by setting up backdrops and props, testing gear and lighting & quality control during shoots.

Oversaw company rebrand implementation by providing brand guide and assisting departments with rollout of new logo and colors.

Graphic Designer & Social Media Coordinator

BAGSY

*Chattanooga, Tennessee * December 2018–January 2020*

Built digital promotion collateral for use on social media, email & Magento e-commerce website.

Researched inventory product brands and industry trends to enhance social media presence, performance & engagement.

Managed email campaigns and subscriber lists via MailChimp.

Curated & photographed relevant inventory to showcase on social media accounts & email communications.

Intern, Graphic Design

WIDGETS & STONE

*Chattanooga, Tennessee * September–December 2018*

Supported branding projects by concepting logos and transferring website to new platforms such as Squarespace.

Managed print proof handoff and approval process with clients.

Intern, Graphic Design

CHATTANOOGA DESIGN STUDIO

*Chattanooga, Tennessee * January–May 2018*

Crafted a print publication showcasing research conducted by the studio concerning Chattanooga's city corridors.

Print Production & Graphic Design

THE UPS STORE

*Chattanooga, Tennessee * October 2015–December 2017*

Ensured proper file setup for print jobs for one-off and recurring clients on inkjet and wide format printers.

Collaborated with customers to design business cards or edit files to ensure satisfaction with printed materials.

SKILLS

Adobe Creative Suite

Canva

Hootsuite

Squarespace

HubSpot

Wordpress

HTML & CSS

Asana

G-Suite

Mailchimp

Book Binding

PERSONAL PROJECT

Gibson Girl Studio

HANDCRAFTED BLANK BOOKS

October 2022–Present

gibsongirlstudio.com

EDUCATION

BFA, Concentration in

Graphic Design with a

Minor in Entrepreneurship

THE UNIVERSITY OF TENNESSEE
AT CHATTANOOGA

*Chattanooga, Tennessee * May 2018*