

Sara Curtis

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www.SARACURTIS.com

Technical Proficiency :

InDesign ★★★★★
Photoshop ★★★★★
Illustrator ★★★★★
Adobe Acrobat Pro ★★★★★
HTML, CSS
Microsoft Word ★★★★★
Microsoft Excel ★★★★★
Microsoft Power Point ★★★★★
Microsoft Outlook ★★★★★
Magento ★★★★★
Sharp Spring ★★★
Product Photography ★★★★★
Social Media:
Facebook ★★★★★
Instagram ★★★
Pinterest ★★★
Google:
Adwords ★★★
Analytics ★★★
Google My Business ★★★

Education:

Graduated from Sierra College-Rocklin, CA in 2011 with the following degrees:
A.A. Applied Art & Design: Graphic Design
A.A. Applied Art & Design: Multimedia Design
A.A. Accounting

Internships:

- Home Improvement & Remodeling Magazine (2009)
- The Federal Technology Center (2009-2012)

Experience:

Meissner Sewing & Vacuum Centers | Sacramento, CA

06.2016 - Present | Marketing Supervisor

- Oversee the day-to-day operations of the marketing department and support staff
- Create social media, email and website campaigns for special events and promotions
- Responsible for brand management in regards to printed, digital and in-store marketing.
- Responsible for the launch of Meissner's automated email campaign using Sharp Spring
- Work closely with a digital advertising agency to manage Meissner's paid search and display ads online using Google Analytics, Google Adwords, and Google Webmaster tools
- Create merchandising displays for in-store advertising and trade show events including but not limited to event/sales posters, table top signs and more

01.2014 - 06.2016 | Graphic Designer

- Manage the design, and publication of the quarterly Meissner Magazine detailing classes, events, specials and featured products.
- Design special event collateral including sales flyers, merchandise signage, and event signage for all four Meissner Sewing locations
- Work with the webmaster and developer to update and manage all products and classes on the Magento e-commerce platform.

02.2011 - Present | Freelance Graphic Designer

Nor Cal Pool Productions | Mike Bradley | Lincoln, CA

- Responsive website redesign using the SquareSpace platform

Family Chiropractic | Dr. Juli Rodrigues | Roseville, CA

- Designed logo, business card, letterhead, and other numerous marketing materials for this new, local Chiropractic practice

DC Family Connections | David T. Elliott MSW, LCSW | Sacramento, CA

- Designed new website with the goal to create a more welcoming and professional appearance.

Eddie Bush Enterprises | Charleston, SC

- Designed cover art for the Eddie Bush and The Mayhem's Christmas CD, "Holiday Harmonies"

Ranting Raven Publishing | Kristin Hilton | Meadow Vista, CA

- Worked with author and design team to create final "Zoo Goofs" design.
- Topics covered: Cover art, typography, page layout, image editing, pre-press and printing process

02.2013 - 05.2013 | Graphic Designer (Contact)

Silicon Valley Staffing Group | Rocklin, CA

- Create POP and merchandising designs for national and regional distribution
- Create national postcards (EDDM) templates, and national insert campaign templates (Valassis)
- Design quarterly sales programs, pricing sheets, and website graphics.
- Design various marketing materials/collateral for distributors as needed
- Answer general marketing/design phone calls and emails from account managers and dealers

06.2012 - 02.2013 | Graphic Designer/Website Administrator

Jewelry Supply Inc. | Roseville, CA

- Create graphics and images for www.JewelrySupply.com and coordinating marketing materials.
- Customize templates and images in Adobe Dreamweaver and Adobe Photoshop.
- Maintain the company website and the 15,000+ product pages using 3dCart
- Edit and re-touch product photographs in Adobe Photoshop.