



SARAH ROBINSON

Graphic Design & Marketing

CONTACT

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EDUCATION

UNIVERSITY OF CENTRAL MISSOURI

December 2021

BFA, Graphic Design

Minor, Marketing

JOHNSON COUNTY

COMMUNITY COLLEGE

MAY 2018

Associates of Art

ACADEMIC HONORS

GPA: 3.87

Dean's List | UCM 2018, 2019, 2020

Part Time Honor Roll | JCCC 2020

President's List | JCCC

ACADEMIC HONORS

The National Society of Leadership and Success
(Phi Sigma Pi) Nominee | UCM 2019

The National Society of Collegiate Scholars
Member | UCM 2019

SUMMARY OF QUALIFICATIONS

Proficient in Adobe Illustrator, InDesign & Photoshop

Elevating branding systems, as permitted

Using company style guides for effective marketing

Enhancing brand to align with company identity

Designing print and digital marketing materials

Creating internal and client presentations

Collaborating with peers and managers

Receiving and quickly applying internal feedback

Working knowledge of Wordpress

Working knowledge of HTML and CSS

Working knowledge of various email platforms

RELEVANT WORK EXPERIENCE

Equity Bank | Creative Content Specialist

December 2021-Current | Overland Park

- Work alongside Chief Marketing Officer and Marketing Manager to elevate company brand
- Create assets and collateral for multiple verticals within the bank in line with brand standards
- Ensure creative deadlines were met among Equity Bank's 67-location footprint
- Design digital and print assets for all deposit and internal campaigns in support of net income growth
- Responsible for managing bank-wide Marketing inbox to meet all ad requests in a timely manner
- Create and write email campaign material
- Copywriting for social media posts in line with brand tone
- Collaborate with Executives and Managers within various departments

The Lightstream Group | Junior Graphic Designer

August 2021-November 2021 | Remote

- Utilized Adobe InDesign to make copy edits, step out digital and print advertisements for client campaigns
- Designed flyers aligned with client branding systems
- Worked independently to meet client deadlines

Overflow LLC. | Graphic Design Intern

May 2021- August 2021 | Remote

- Worked directly with the CCO to design layout for a seventy page workbook for their #ZeroReasonsWhy Client, a program encouraging the mental health of high school students
- Utilized branding style guides to create graphics for Twitter, Instagram and LinkedIn
- Updated PDF Worksheets for Overflow's website to align with their new brand standards
- Collaborated with CEO to create Power Point presentations for company clients

Our National Conversation | Graphic Design Intern

Summer 2020 | Remote

- Collaborated directly with the CEO and other interns to create book cover design options and a podcast logo

Simply Fuel | Graphic Design Intern

Fall 2019 | Remote

- Worked closely with CEO to adopt brand image and apply company vision to various digital assets
- Created graphics to post on Instagram and Amazon including illustrations in line with product branding