



SARAH STONE

sarahstonecreative.com

EXPERIENCE

Graphic Designer, Traffic & Funnels 2021

- Oversaw creative direction on a new business offer, including logo and brand development for 6 entire sub-products.
- Designed and produced a journal productivity planner system for entrepreneurs and business owners.
- Produced more than 100 graphics for organic and paid media to generate revenue for the marketing team and company as a whole.

Graphic Designer, Brand Journalists 2020

- Created advertising materials to increase lead generation on more than 30 clients' franchising websites.
- Produced digital banner ads, Mailchimp emails, franchising website designs and various print marketing materials in accordance to each client's specific branding guidelines.

Graphic Design Intern, Pyxl 2019

- Produced social media content, blog graphics and client presentations for marketing purposes using official Pyxl branding guidelines.

LEADERSHIP

Editor-in-Chief, Phi Psi Cli Yearbook 2018–2019

- Produced the award-winning 104th edition of the Phi Psi Cli Yearbook from initial creative planning to final publication.
- Received Best of Show at the 2019 North Carolina College Media Association competition as well as a coveted place in the 2019 Herff-Jones lookbook

SKILLS

- Spanish fluency
- WordPress
- Procreate Illustration
- Adobe Suite
- Dropbox
- Asana, Jira, BaseCamp
- Mailchimp
- Google Suite
- TeamWork

ABOUT ME

I am a hardworking, analytical and creative graphic designer with a love for branding and marketing.

Born and raised in Nashville, TN, some of my other passions include illustration, hand lettering, event organization, team collaboration and Harry Potter.

EDUCATION

Elon University

B.A. in Communications Design and Spanish

CIEE Study Abroad Center

Communications, New Media & Journalism Program
Seville, Spain

Merrol Hyde Magnet School

Hendersonville, TN
Class of 2015

CONNECT WITH ME

(615) 916-1888

sarahstonecreative@gmail.com

linkedin.com/in/sarahstonecreative

@sarahstonecreative