

# Sarah Stone

Creative marketing professional proficient in Spanish with 3+ years of experience in managing and producing design projects. Fully versed in Adobe suite products (InDesign, Illustrator, Photoshop). I am analytical and detail-oriented and I value innovation, efficiency and clear communication.

## EXPERIENCE

### Account Manager & Graphic Designer

Jul 2021 - Oct 2022

*CRISP Communications, LLC – PR and advertising agency specializing in nonprofits*

- Lead and managed graphic projects for 20+ clients across the southeast. Projects included:
  - Branding toolkits with logo development
  - Design and printing coordination of informational print pieces
  - Social media calendar content creation and posting management
  - Mailchimp email marketing campaign ideation, writing and execution
  - Wordpress website design and edits
  - Annual report content compilation and design using Adobe InDesign
  - Presentation content and designs for PowerPoint and Google Slides
  - Short-form video creation for social media
- Utilized Airtable, Google Suite and Dropbox for project management.
- Maintained effective cross-functional communication between leadership and clients.
- Assisted with public relations content including press releases, email marketing and media advisories.

### Marketing Designer

Mar 2021 - Jun 2021

*Traffic & Funnels – Entrepreneurial growth resource company*

- Collaborated with marketing team to develop a new innovation strategy for 6 new products.
  - Designed and implemented logo and branding systems for each product
- Oversaw creative direction on a productivity planner system for entrepreneurs.
- Assisted paid media team with content creation to generate revenue through organic and paid media marketing tactics.
- Utilized Basecamp, TeamWork, Google Suite, and Dropbox for project management.

### Account Manager & Graphic Designer

Jan 2020 - Dec 2020

*Brand Journalists – Franchise marketing development agency*

- Coordinated advertising campaigns to increase lead generation for 30+ clients.
- Managed marketing initiatives necessary to meet the needs of clients including paid media advertising, email campaigns, website editing and print marketing collateral.
- Utilized Jira, Google Suite and Dropbox for project management.

## EDUCATION

B.A., Communications Design

Elon University, Elon, NC

B.A., Spanish