

sarah barker

DIGITAL DESIGNER

CONTACT



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SKILLS

BRANDING

GRAPHIC DESIGN

SOCIAL MEDIA

PHOTOSHOP

ILLUSTRATOR

INDESIGN

WEB DESIGN

PRINT DESIGN

FAST LEARNER

ORGANIZED

MULTITASKING IN A FAST
PACE ENVIRONMENT

EDUCATION

MICHIGAN STATE UNIVERSITY
BA, ADVERTISING
2011-2015

AWARD

Integrated Campaigns Course
Fall 2014 First place winner

Created the "Your Piece Of The Game"
campaign for our Client, Original Stix.

EXPERIENCE

CREATIVE INTERN

SS DIGITAL MEDIA • MAY 2017 - PRESENT • TROY, MI

- Collaborated with accounts and creative team to design display and social ads and for various clients.
- Created custom graphic design materials for the web and print while maintaining brand consistency.
- Helped design and build new landing pages using Wordpress from concept to completion.

DIGITAL DESIGN STRATEGIST

COATES COMMUNICATION • DEC 2016 - PRESENT • WARREN, MI

- Brainstormed and strategized from concept to completion to design brand-consistent materials.
- Created new design templates for marketing the services for clients.
- Redesigned and designed new logos.

POINT OF SALE PRODUCTION DESIGNER

IMPERIAL BEVERAGE • JAN 2016 - MAR 2017 • KALAMAZOO, MI

- Produced custom POS items for use in the marketplace at locations across the state of Michigan.
- Prepared daily reports and used the "Lost Sales Report" to create Point of Sale items.
- Oversaw point of sale inventory as well as packaging of inventory for delivery.
- Exceeded my weekly production goal per hour on a regular basis.

GRAPHIC DESIGN INTERN

GLOW SOCIAL MEDIA • JAN 2016 - MAY 2016 • LANSING, MI

- Designed and produced graphics elements for various types of social media platforms.
- Pro-actively contributed suggestions and ideas for design projects that will add value to the company.

DISNEY COLLEGE PROGRAM INTERN

WALT DISNEY WORLD RESORT • AUG 2015 - JAN 2016 • ORLANDO, FL

- Participated in a marketing and sales class offered and taught by Disney marketing experts and executives.
- Discovered various teams within the marketing organization along with their unique go-to-market approach.
- Maintained Disney's legendary guest service at the Yacht and Beach Club Resort's Beaches and Cream.
- Upheld the Disney business standards of Safety, Courtesy, Show and Efficiency on a daily basis.

GRAPHIC DESIGN INTERN

FAITH CATHOLIC • SEPT 2014 - DEC 2014 • LANSING, MI

- Created promotional materials for the organization's clients and provided graphic design support.
- Managed deadlines and maintained organized while working on several projects at a time.