



**Sarah Brown**

Design | Art Direction | Ideation

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## Experience

### **GNF Marketing | 2019 – Present**

Collaborate with a team of account execs and creatives as Art Director, generating ideas and executing the design for multiple clients on projects from event promotion, branding, print and digital marketing. Brands include Sprint, Mionetto, Freixenet, Tic Tac, Dell Technologies and WhyHunger.

### **Niche Modern | 2017 – 2019**

Work creating branded print and digital marketing materials within the marketing department. Generate ideas & designs for sale campaigns, product launches, and trade shows. Spearheaded the first-ever large-scale product catalog, from working on the set-up of situational product photo shoots to retouching image files and designing the layout. Manage print material process & social media schedule. Design digital & print ads to promote the companies handmade products.

### **Silver Creative Group | 2015 – 2017**

Collaborated with a team of account executives and creatives as a Graphic Designer, generating ideas and designs for multiple clients on projects from print marketing, package design, websites and digital marketing. Account Manager responsibilities for select clients.

### **Opto Design | Summer 2014**

Collaborated with other designers as an intern, working on multiple projects and generating ideas for new projects coming into the firm for clients ranging from Universities to public radio to museums and galleries.

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## Education

### **Syracuse University**

BFA Communications Design 2015  
College of Visual & Performing Arts  
Marketing Minor in Whitman School of Management

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## Qualities & Skills

Leadership  
Hard Worker  
Problem Solver  
Deadline Oriented

Art Direction  
Ideation  
Retouching  
Adobe Creative Suite  
Hubspot