



SARAH LEE

WHERE DESIGN & MARKETING MEET



Digital Portfolio

ABOUT ME

Life-long learner self-motivated to pursue professional growth. Problem-solver seeking optimal design & user experience solutions. Prioritizes collateral in fast-paced environments with a positive "can do" attitude. Expert organizer with a strong eye for design and attention to detail; flexible, creative thinker driven by market research. Nine years of professional design and campaign strategy expertise with a focus in email, event, web marketing. Utilizes strong communication and project/time management skillsets. Driven to nurture positive viewer-brand relationships, where audiences navigate impactful platforms and/or environments with ease. Long-term career goals include providing creative direction to increase brand awareness for the success of my employer as well as to enhance the repertoire and performance of my teammates and/or clients.

CONTACT



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Dallas, TX



sarahleeportfolio.design



[linkedin.com/in/sarah-design-and-marketing-specialist-76092a64/](https://www.linkedin.com/in/sarah-design-and-marketing-specialist-76092a64/)

SKILLS

Design Ability

Intuitive UI

Responsive Coding

Marketing & Art Direction

Content Management Systems

Project / Time Management

Teamwork & Collaboration

Campaign Strategy

AWARDS



Publications & Digital Media Award of Excellence

2022

National School Public Relations Association Awards

Friends of the Division Award

2019

Auxiliary Services, UT Arlington

Cum Lade Honors Medallion

2014

CSUF Graduate

EDUCATION



Cal State University, Fullerton

2014

B.F.A. in Graphic Design

Interactive Media (Web Design), Entertainment Graphics, Photography, Typography. & more

MINOR: Advertising Communication

Creative Strategy & Execution, Advertising Media, Communication Law. & more

EXPERIENCE



Terri Savelle Foy Ministries

2022-present

Graphic Designer

- Designs, codes, and builds landing pages plus email content that are user-friendly and responsive across multiple devices
- Produce High quality work despite tight timelines for events

Dallas ISD

2021-2022

Creative Manager Interim

- Creative lead for District leaders/teachers to design, delegate, strategize, and develop innovative, visually appealing, & user-friendly web, print, & event collateral with experience in mind

UT Arlington

2018-2021

Marketing Coordinator

- Develop email marketing templates & plan out campaigns
- Design infographic heavy media for Housing, Res Life, & Dining
- Generate graphics, copy, and schedule social media content

Avoya Travel

2015-2018

Marketing Coordinator

- Review and track Google Analytics to gauge performance-based breakdown of page views and the user experience
- Analyze email template and subject line success to generate more leads and increase click through rate
- Provide email and website css/html and update content