

SARAH ELMORE

CONTACT

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(731) 445 1590

EDUCATION

Bachelor of Fine Arts, Graphic Design
Samford University · Birmingham, AL
2010-2014

SKILLS

Brand and identity strategy
Print and web design
Event collateral design
Publication design
Package design
Ad design
Photo editing

PROGRAMS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Wordpress
Squarespace
Microsoft Office Suite

REFERRALS

References are available upon request.

PROFESSIONAL EXPERIENCE

Girl Scouts of Middle Tennessee · Communications Manager
Spring 2017-present

- Led communications team through pandemic cancellations strategy, media relations, national brand refresh, and local program development
- Developed and implemented brand strategy across organization
- Developed and implemented communications plan across organization
- Directed and maintained website presence including developing new program content and writing, editing, and publishing blog
- Designed *On My Honor* quarterly magazine from conception to publication
- Designed logos, invitations, and collateral for events, programs, and campaigns across organization
- Designed fundraising direct mail appeals and giving pieces

Mercy Multiplied · Graphic Design Specialist
Spring 2015-Spring 2017

- Developed brand strategy and guidelines, logo, stationery, and collateral for re-branding campaign
- Designed *Multiply!* magazine from conception to publication
- Designed three new blogs from conception to implementation
- Designed logos, invitations, and collateral for events and campaigns
- Designed fundraising direct mail appeals and giving pieces

Azar · Co-Founder, Graphic Designer
Fall 2015-Spring 2017

- Designed print collateral for America's Kids Belong
- Designed logo, branding, stationery, and website for Gracious Gifts
- Designed print collateral for Young Life Knoxville
- Designed logo and branding for Brooks Sharp Photography

Sarah Elmore · Freelance Designer
Fall 2013-present

- Designed logo, branding, and stationery for West Tennessee Dental Group
- Designed logo and branding for First Baptist Church
- Designed custom 10x20' Worship Center sign for First Baptist Church
- Designed custom billboard for Kiwanis Club
- Designed custom stationery for Dyersburg City School Systems
- Designed and printed 5x7" cards and 8x10" prints for personal online shop
- Designed wedding invitation suites, stationery, and programs
- Designed custom event invitations
- Designed custom graduation announcements
- Designed custom Christmas cards