



SARAH D. BROWN



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765.413.0998

EDUCATION

Purdue University,
Class of 2015
West Lafayette, IN

Bachelor of Arts:
Visual Communications Design

NOTABLE SKILLS

- Marketing Campaign Coordination & Implementation
- Team & Project Management
- Brand Management
- Exceptional Organization Skills
- Budget Management
- Time Management
- Clear and Concise Communication Skills
- Copywriting
- Social Media and Digital Marketing
- Traditional Media Marketing
- Market and Demographic Data Analysis
- Graphic Design
- Web Design
- HTML/CSS
- SEO
- Keyword Research
- Web Analytics
- Equally Effective on Mac & PC Systems
- Trend Watching
- AI Tools and Prompt Development

EXPERIENCE

AuBurn Pharmacy, Creative Marketing Manager **May 2022 - Present**

- Developed new brand standards and updated their style guide and associated brand collateral.
- Designed and developed new brands for the CEO's other subsidiaries.
- Designed, created and maintained websites for AuBurn Pharmacies and the CEO's other subsidiaries.
- Developed web content by analyzing data from Google Analytics and SEO tools.
- Developed and implemented new social media and marketing strategies and campaigns.
- Planned and maintained a marketing calendar.
- Designed almost all advertisements and marketing materials.
- Managed client engagement and interactions on platforms such as YELP, Google My Business, and on Social Media.

FASTSIGNS of Lawrence - Lead Designer **November 2016 - May 2022**

- Managed a team of employees in a fast-paced environment to ensure projects were completed in a timely manner.
- Designed, developed and utilized a variety of brand identities.
- Designed and produced custom large and small format graphics. Among these; tradeshow displays, monument signs, vehicle wraps, business cards, pamphlets, flyers, building signs, and banners.

Creative Inc. - Graphic Designer **October 2015 - October 2016**

- Worked effectively with the lead designer to gain experience while learning and developing improved design strategies and techniques.
- Designed and developed brand identities.
- Designed and produced custom large format graphics, including; tradeshow displays, monument signs, vehicle wraps, wall graphics, environmental graphics and displays, building signs, and banners.

References

Matt Herynk: 785.546.4539 **matt.herynk@fastsigns.com**

Former employer and owner of FASTSIGNS of Lawrence

Dustin Doherty: 620.644.2272 **dustin@nine13studios.com**

Former coworker in the marketing department at AuBurn Pharmacy

Cathy Stephens: 620.490.1382 **cstephens41074@gmail.com**

Former coworker and former compliance manager at AuBurn Pharmacy