

Sarah C. Soldano

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EXPERIENCE ▶ Barefoot Books

January 2010 – Present
Cambridge, MA

Senior Design Manager | February 2013 – Present

- Art directs and/or designs all major print marketing collateral, including catalogs, product flyers, sell sheets, advertisements, brochures, posters and signage
- Creates online marketing graphics for website, blog, social media, landing pages, and email marketing
- Manages in-house designer and rotating interns and art directs freelance designers and photographers
- Project manages and designs semi-annual catalog, the company's most comprehensive marketing tool
- Designs book covers and advises typography and color decisions on new products
- Collaborates with Marketing, Sales, and Web Dev. teams on layout, production, and design strategy
- Responsible for maintaining brand standards across all channels

SKILLS ▼

Adobe CS6:

InDesign

Photoshop

Illustrator

Dreamweaver

Flash

Bridge

QuarkXPress

MS Office:

Word

Excel

Powerpoint

CMS:

Concrete5

Wordpress

HTML & CSS

iMovie

French

Copywriting

Copy-editing

Photography

Global Design Manager | July 2012 – January 2013

- Art directed over 50 training, recruitment, and community spotlight promotional videos
- Established product brand guidelines / templates
- Directed and executed visual merchandising, signage, and window displays in retail locations

Graphic Designer | August 2010 – June 2012

- Designed and edited online marketing graphics, flyers, catalogs, and presentations
- Created animated flash holiday ecards
- Planned and executed re-organization of design file server for easier file saving and archiving

Design Intern | June 2010 – July 2010

Assisted Design Director in design and production of print / web marketing collateral and signage

Editorial Intern | January 2010 – May 2010

Assisted Executive Editor with proofreading, copy-editing and manuscript submission review

Sarah C. Soldano Design

January 2010 – Present

Freelance Graphic Designer

Designs print marketing collateral, logos, websites, social media graphics and flash animations for clients ranging from start-up nonprofits to consulting agencies to medical device manufacturers

Emmanuel College Marketing Communications

September 2009 – May 2010

Design and Production Assistant

Boston, MA

Designed and edited marketing materials for various departments; performed brand assessment

Ladies' Home Journal Magazine (Meredith Corporation)

Summer 2009

Graphic Design Intern

New York, NY

Designed and produced promotional materials; aided in trafficking and design of in-book advertorials

EDUCATION ▶ Emmanuel College

September 2006 – May 2010

B.A. in English Writing & Literature | Minor in Graphic Design | Overall GPA: 4.0

Boston, MA

Relevant Courses: Design & Composition, Graphic Design, Typography, Interactive Design, 3D Form Study

Awards: Certificate in French Language, Distinction in the Field of English, Scholar-Athlete Award

President & Editor of BANG! literary-arts magazine, '06-'09 | Track & Field Team, '07-'10 (Captain '10)

College International de Cannes, France | Study Abroad

Spring 2009

SERVICE ▶ Read to a Child

September 2010 – May 2014

Reading Mentor | Mentored an elementary school student at the Somerville Kennedy School