

SKILLS

- **Adobe CS6:**
InDesign, Photoshop, Illustrator, Dreamweaver
- **QuarkXPress**
- **Microsoft Office:** Word, Excel, Powerpoint, Outlook
- **Google Drive:**
Docs, Sheets, Slides
- **CMS:** Concrete5, Wordpress
- **Project Management:**
Basecamp, Trello, ToDoist
- **HTML5 & CSS**
- **Email Marketing:**
Constant Contact, Mailchimp
- **Digital Photography**
- **Foreign Language:**
Conversational French
- **Editorial:** Creative writing, Copywriting, Copy-editing
- **Team Building:**
Managing and mentoring

EDUCATION

Emmanuel College | BOSTON, MA

- 2010
- **B.A. in English Writing & Literature, GPA: 4.0**
 - **Minor in Graphic Design**
 - **Awards:**
 - Distinction in the Field of English
 - Certificate in French Language
 - Scholar-Athlete Award
 - **Extracurriculars:**
 - President and Editor of BANG! literary-arts magazine, '06-'09
 - Track and Field Team, '07-'10 (Captain '10)
- 2006

College International de Cannes CANNES, FRANCE

- Spring 2009
- **Semester Abroad**

EXPERIENCE

Barefoot Books | CAMBRIDGE, MA

- Current
- **Design Director**
 - Collaborates with editors to design covers and interiors for board books, picture books, chapter books, novelty products, and more
 - Art directs all print and online marketing collateral, including flyers, advertisements, brochures, web and social media graphics, landing pages, email marketing, and product videos
 - Project manages and designs 56-page semi-annual catalog, the company's most comprehensive marketing tool
 - Supervises and/or art directs in-house and freelance designers, design interns, freelance photographers, and illustrators
- 2017
- Maintains brand standards across all channels

Senior Design Manager

- Art directed or designed all print marketing collateral, including catalogs, flyers, advertisements, brochures, posters and signage
- Art directed or designed marketing graphics for website, blog, social media, landing pages, and email marketing
- Designed book covers and advised on type and color for products
- Managed and mentored in-house designers and design interns

Design Manager

- Art directed or designed all print and online marketing collateral
- Established product branding guidelines and templates
- Art directed training and community spotlight promotional videos
- Directed visual merchandising and displays in retail locations

Graphic Designer

- Designed or edited web graphics, flyers, catalogs, and presentations
- Re-organized design file server for intuitive file access and archiving

Design / Editorial Intern

- Assisted with designing print and web marketing collateral
- Assisted with proofreading, copy-editing and submission review

Sarah Soldano Design | BOSTON, MA

- Current
- **Freelance Graphic Designer**
 - Collaborates with various clients to design print collateral, branding and logos, online and social media graphics, and websites
- 2010

Emmanuel College Marketing Communications | BOSTON, MA

- 2010
- **Design and Production Assistant**
 - Designed and edited marketing materials for various departments; performed thorough brand assessment to help refine standards
- 2009

Ladies' Home Journal Magazine (Meredith) | NEW YORK, NY

- Summer 2009
- **Graphic Design Intern**
 - Designed and produced promotional materials; aided in trafficking and design of in-book advertorials