

SARAH BLOHM



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sarahblohm.com

SKILLS

GRAPHIC DESIGN
DIGITAL DESIGN
BRANDING
ADOBE PHOTOSHOP
ADOBE INDESIGN
ADOBE ILLUSTRATOR
PRINT PRODUCTION
PRINT DESIGN
ADOBE XD
WEB DESIGN
FAST LEARNER
ORGANIZED
SOCIAL MEDIA
MULTITASKING
IN A FAST PACE
ENVIRONMENT

EDUCATION

BACHELOR OF ARTS
ADVERTISING
MICHIGAN STATE
UNIVERSITY
2011 - 2015

EXPERIENCE

GRAPHIC DESIGNER

DEALERON • DEC 2020 - PRESENT • GRAND RAPIDS, MI

- Created assets, templates, and digital creative in which formats included website homepage banners, web banner advertisements, and display advertisements for digital marketing and remarketing.
- Produced display ads, social media marketing creative, and web banner advertisements according to client requests.
- Adhered to brand guidelines and specifications to meet compliance requirements.
- Utilized relevant internal and external assets to fit the goal of each request.
- Collaborated with team members to maintain a database of digital resources, including fonts, logos, layouts, files, and branding materials.

DIGITAL GRAPHIC DESIGNER (FREELANCE)

THE MARS AGENCY • AUG 2020 - DEC 2020 • SOUTHFIELD, MI

- Handled print and digital production design responsibilities while supporting a large creative team.
- Designed a variety of digital advertising banners for a large retail client.

ASSOCIATE DIGITAL ARTIST

COMMONWEALTH//MCCANN • JUL 2018 - MAY 2020 • DETROIT, MI

- Created digital mechanical files for a variety of print-based mediums, using the Adobe Creative Suite, from an approved creative layout, while adhering to production specifications, client brand guidelines, proper typography and design principles.
- Maintained the highest degree of creative integrity, design and production quality while meeting tight deadlines.
- Worked in collaboration with the Creative, Project Management and Account teams.

CONTENT COORDINATOR

SS DIGITAL MEDIA • AUG 2017 - JAN 2018 • TROY, MI

- Developed original content for blogs for a diverse client range.
- Responsible for the creation and scheduling of monthly social media calendars for a variety of clients.
- Continued to help with the creation of social media graphics and display ads when needed.
- Wrote copy for a variety of our client's accounts that met brand standards.
- Managed social media daily for each of our clients pages.
- Assisted with the training of interns each semester.

CREATIVE INTERN

SS DIGITAL MEDIA • MAY 2017 - AUG 2017 • TROY, MI

- Collaborated with accounts and creative team to design display and social ads and for various clients.
- Created custom graphic design materials for the web and print while maintaining brand consistency.
- Helped design and build new landing pages using Wordpress from concept to completion.

POINT OF SALE PRODUCTION DESIGNER

IMPERIAL BEVERAGE • JAN 2016 - MAR 2017 • KALAMAZOO, MI

- Produced custom POS items for use in the marketplace at locations across the state of Michigan.
- Prepared daily reports and used the "Lost Sales Report" to create Point of Sale items.
- Oversaw point of sale inventory as well as packaging of inventory for delivery.
- Exceeded my weekly production goal per hour on a regular basis.