

Beginning my career in 2003 in the art department of a publishing company consisting of three people allowed me to become nimble and self-reliant, and enabled me to develop a myriad of skills and abilities. Building on my degree in graphic design, I became skilled in web development, UX, UI and product design, while helping the department branch out and become a company of over 150 employees.

## At a Glance

### SKILLS & ABILITIES

Graphic Design for Print & Digital  
Branding & Brand Management  
UX & UI Design  
Sitemapping & Wireframing  
Web Development  
Client Success Management  
Website & Project QA  
Attention to Detail Organization

### KNOWLEDGE

Adobe Creative Suite  
Apple Pages, Numbers & Keynote  
Microsoft Word, Excel & Powerpoint  
HTML / CSS / SCSS  
jQuery / PHP  
Wordpress  
Shopify  
Webflow  
Squarespace  
OmniGraffle  
Teamwork Project Management System  
Slack  
Microsoft Teams

### EDUCATION

Flagler College  
St. Augustine, FL  
Bachelor of Arts, 2003

## Work Experience

### SARAH'S DOMAIN

MAR. 2021 - PRESENT

#### Owner – Dedicated Creative Strategist, Graphic Designer, and Artist

I am a creative problem solver with 18 years of professional design experience. In addition to my experience in graphic design for both digital and print, I bring front-end web development, UX/UI, and an abundance of project management skills and capabilities. Clients are first and foremost. When working with any client, my main goals are to:

- Create a product you are happy with.
- Create a product that performs or meets the goals you have set.
- Make the entire process as easy on you as possible.

### TAMBOURINE

AUG. 2003 - AUG. 2020

A full-service marketing agency specializing in hotels and tourism.

#### Product Developer / Designer / Department Director

Jan. 2012 - Aug. 2020

Drawing on my knowledge of graphic design, web development, programming, advertising and digital marketing, I played a leading role in developing a subscription-based digital marketing program that allowed hotels to dramatically increase direct bookings and reduce dependency on third-party commission-based booking sites, while improving marketing consistency. Responsibilities included:

- Developing the flow of the program through the agency, including the various steps each department would be responsible for and the order in which they would occur
- Configuring the deliverables the clients would receive through their program
- Communications between departments and directly with clients to maintain efficiency and timeliness

#### Senior UX / UI / Onboarding Specialist

Concurrent with my role in developing the program, I took the lead in onboarding and coordinating with 300+ new hotel clients, helping them kick off successful full-scope marketing programs quickly and efficiently. Responsibilities included:

- Acting as the conduit between the clients and all other agency departments
- Analyzing the client's current site and their goals, and then creating and developing sitemaps and wireframes for the new site

#### Senior Web Designer & Developer

Jan. 2008 - Jan. 2012

Working with designers, copywriters and clients, I designed and developed web-based applications that were aesthetically pleasing, quick loading and indexable by search engines. Responsibilities included:

- Site and information architecture and creative development
- Coding web-based applications using a combination of Javascript, jQuery, XHTML / XHTML5, CSS, PHP and SQL
- Testing and debugging sites for quality assurance, consistency and functionality across all major platforms
- Supporting, maintaining and improving existing web-based applications

#### Graphic Design & Production Artist

Aug. 2003 - Jan. 2008

I designed various print collateral, stationery, publications and advertisements that effectively portrayed the client brand and messaging. Responsibilities included:

- Direct communication with clients to understand project objectives and to meet deadlines
- Design, production, organization and archiving of print-ready, high quality files
- Photo scaling, cropping and retouching

## Professional References

### **ANNE GIDEON**

**Product Director, PMD;  
Executive Director, MAHF**

(561) 542-2295

[anne@pch-systems.com](mailto:anne@pch-systems.com)

I worked directly with Anne in the production of the Pharmaceutical Marketer's Directory from 2003 to 2014. She can speak to my professionalism, attention to detail and focus to meet deadlines.

### **HENRY CALLAHAN**

**Fine Artist**

(954) 632-3290

[henrycallahan@mac.com](mailto:henrycallahan@mac.com)

I worked with Henry when he was the Director of Client Services at Tambourine from 2007 to 2013. He can speak to my professionalism, work ethic, time/project management and client relations.

### **ANGELICA BORDA**

**Onboarding Specialist, Tambourine**

(754) 234-7361

[bordaangelicam93@gmail.com](mailto:bordaangelicam93@gmail.com)

Angelica was another Onboarding Specialist in my department and had the same responsibilities I did from 2017 to 2020. I was the head of the department when she started and could speak to my management skills.

## Personal References

### **KIM COMAN**

(561) 436-4711

[katkrisrob@yahoo.com](mailto:katkrisrob@yahoo.com)

I have known Kim since 1992 when I began babysitting her three children. She can speak to my responsibility and my reliability.

### **BARBARA MORIN**

(954) 873-4565

[barbamorin@yahoo.com](mailto:barbamorin@yahoo.com)

I have known Barbara since 2015 and she is a close friend and has been both my Christian and personal mentor. She can speak to my overall character and dedication to whatever I am involved in.