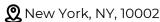
# SARAH FENNESSEY







# EDUCATION

## **B.A. COMMUNICATION DESIGN STUDIES MINOR**

University of New Hampshire 2019 - 2023

#### SKILLS

- Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere, and Acrobat
- Sketch, Figma, Canva
- Wix, Wordpress, Shopify, Google Analytics
- SEO, SEM
- Copywriting, creative writing
- Typography, color theory, layout design
- Photography, photo retouching
- Video production
- Illustration
- Excel, PowerPoint, Word
- Basic understanding of HTML and CSS
- Instagram, Facebook, Threads, TikTok, Pinterest, and Twitter
- Proficient in Spanish

# **EXPERIENCE**

#### FREELANCE DESIGNER

July 2023 - Present

#### Condé Nast - Allure Beauty Box & GQ Box

- Retouch photos for digital and print, ensuring consistent brand aesthetics
- Style and photograph high resolution box and product images
- Designed eye-catching web banner
- · Produced dynamic GIF for email marketing
- Created engaging Instagram Reel to showcase products

#### BlueTriton ReadyRefresh

- · Developed creative assets for marketing campaigns and promotional materials for several water brands including Poland Spring, Saratoga, and Pure Life
- Designed print ad for NY Yankees partnership
- Translated conceptual ideas into engaging visuals through team and client collaboration
- Conducted presentations to gather feedback
- Managed multiple projects simultaneously, prioritizing tasks to meet tight deadlines
- Ensured brand integrity and consistent use of brand guidelines
- Maintained organized file system

#### **Greyfound Design**

- Assisted and collaborated on internal and external design projects, i.e. rebranding materials, logo edits, brand kits, social media templates, and campaign strategies
- Handled internal web design updates and enhancements

#### Sanoli Delights

- Re-designed brand logo and packaging labels, developed new branding
- Designed company website and created Google reviews page
- Photographed and retouched product images

## **FASHION MARKETING & SALES INTERN** TIA CIBANI

Summer 2022 Cross River, NY

- Created fun and engaging promotional TikTok content
- Retouched product images and wrote website copy
- Sourced and curated organic images for marketing on social channels
- Assisted on photoshoots: pulled clothing, organized props, recorded behind the scenes video content.

# SOCIAL MEDIA COORDINATOR Dough & Company

March 2021 - Feb 2022 Georgetown, CT

- Developed content to increase engagement and expand following
- Styled, photographed and edited all images, wrote engaging copy for posts
- Managed comments and direct messages on all channels

# SOCIAL MEDIA SUMMER INTERN Milly & Sissy US

• Managed Instagram and Facebook accounts

Summer 2021 Wilton, CT