

SARAH FENNESSEY

✉ fennesseysarah@gmail.com ☎ 203-451-3586 📍 New York, NY, 10002 🌐 sarahfennesseydesign.com

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

Summer 2022
Cross River, NY

TiA CiBANI

- 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

March 2021 – Feb 2022
Georgetown, CT

Dough & Company

- 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

Summer 2021
Wilton, CT

Milly & Sissy US

- Managed Instagram and Facebook accounts