

Sarah Jo Renelt

Brooklyn-based creative specializing in illustration, creative advertising, and graphic design.

www.sarahjorenelt.com

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Career Statement

Sarah Jo is a creative, detail-oriented, and hardworking woman with a student mindset seeking a position in the Visual Communications, Illustration Design, or Creative Advertising Industries while working toward a BFA in Communications Design.

Skills

Adobe Creative Suite	Communication Design	Digital Illustration	Social Media Graphic Design
Advertising	Creative Ideation	Graphic Design	Teamwork
Advertising Design	Creative Services	Illustration	Vector Illustration
Branding Strategy	Data Visualization	Leadership	Visual Communication

Work Experience

Designer & illustrator — *Freelance*

Created branding for the recent water polo competition in Buenos Aires for TNYA, a NY-based international water polo team, and commissioned illustrations ranging from biological artwork for a Texas-based collegiate bass fishing team to custom automotive pieces for professional garages in the Midwest. Regularly participates in events like MoCCA Arts Fest with the Society of Illustrators and serves as Vice President of the City Tech Ink (Illustration) Club, where I lead and inspire others in the art community. All of this and more can be found on my website www.sarahjorenelt.com

Fashion Showroom Assistant — *H&M*

Curated looks from archived pieces and new drops, dressing influencers and employees for high-profile events like Coachella, social media posts, TV appearances, and new line launches, including The Cherish Waste event. Created lookbook decks in PowerPoint to highlight key pieces while coordinating with the PR team to send packages and emails to influencers, ensuring seamless brand representation. Contributed to social media storytelling and showroom presentations, blending creativity with strategic execution. Designed and maintained showroom layouts, creating visually captivating floor plans and styling mannequins to reflect the brand's identity and latest collections.

Swim Instructor — *Marlene Meyerson JCC Manhattan*

Teaching engaging swim lessons for parent-child and school-age classes with a focus on building water confidence, safety skills, and swimming techniques through fun, effective methods. Creative, age-appropriate lesson plans incorporate games and activities to ensure an enjoyable learning experience. Strong connections with parents and children are fostered to create a positive and supportive environment. Teaching strategies are adapted to accommodate various skill levels, enabling students to progress at their own pace while meeting program goals. Patience, enthusiasm, and clear communication ensure each lesson is safe, enriching, and enjoyable for all participants.

Certifications from The Red Cross: *Water Safety Instructor (WSI), Basic Life Support (BLS), and CPR.*

Education

Communication Design BFA — Upper Junior at *The New York City College of Technology* — 3.85 GPA

References

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