

# Sara Chamberlain

**Creative Director | Experienced in all Aspects of Design, Social Media and Marketing Management**

Austin, TX - Email me on Indeed: [indeed.com/r/Sara-Chamberlain/9beb0baa1c2a26bf](https://www.indeed.com/r/Sara-Chamberlain/9beb0baa1c2a26bf)

Authorized to work in the US for any employer

## WORK EXPERIENCE

### CREATIVE DIRECTOR

Montbriar / Global Platinum Services - Austin, TX - 2014 to Present

- Day-to-day management of the design staff including over all creative direction of the web, print, video and social media collateral produced.
- Aid the CMO with overall marketing and big picture planning for MontBriar.
- Assist the CTO with projects that his team handles the back-end design and programming for, as well as acting as a liaison between the Marketing & Tech departments.
- Act as the liason between our programming vendor, Greystar, and handle the requests of Executive team in relation to this.
- Act as the front-end web developer/designer for Montbriar's various MLM brands, re-brands and new brands as they are acquired and developed.
- Developed web-to-print application to aid reps in creating their own marketing materials while keeping in-line with the branding outlined and designed by my department.
- Aided in the development of the creation of an online store to sell promotional products.
- Create and/or manage the creation of a variety of printed materials as needed for MontBriar's various brands including: Business Cards, Books and Booklets, Brochures, Catalogs, Data Sheet Sheets, Direct Mail, Letterheads, and Promotional Materials.
- Assisted with the creation of the social media plan for the major brands of MontBriar, and oversaw the ROI reporting and implementation of plan.

### PRINCIPAL

Origin & Innovation Design - Austin, TX - 2012 to Present

Create a wide-range of the marketing materials including print work, such as:

- Brochures
- Business Cards
- Direct Mail Campaigns
- Flyers
- Letterheads
- Logo Design
- Note Cards

Create web related content (landing pages, full websites, e-commerce sites):

- CMS sites such as Drupal, Joomla, WordPress
- Flash
- HTML
- Email Marketing Campaigns

Assist with Social Media Implementation:

- Design of Social Media profiles
- Gaining followers for Social Media profiles
- Content for Social Media profiles

Assist with Search Engine Optimization:

- Correcting errors and warnings on your website
- Correcting and claiming company listings
- Creating Content for website and social media

## **MARKETING DIRECTOR**

RW Conklin Steel - Cincinnati, OH - 2010 to 2012

- Redesigned company website to showcase full line of products, services and company history.
- Acted as webmaster to update the company website as needed.
- Developed an entirely new SEO plan, including: performing extensive keyword and competitor research, write articles and blog posts on a variety of topics, helping to drive traffic and increase keyword rankings.
- Managed social media sites. Stay abreast of the social media scene to ensure that we using all the tools available to market our business.
- Developed marketing materials — direct mail pieces, brochures, advertisements, catalogs and more.
- Developed promotional materials — tradeshow marketing, apparel, etc.
- Photographed products and projects as necessary for use in marketing activities.
- Helped facilitate meetings and determine solutions to complex problems using methods learned in the Facilitation Skills Workshop through Basadur Applied Creativity.

## **MARKETING REPRESENTATIVE/PHOTOGRAPHER**

Sibcy Cline Realtors - Cincinnati, OH - 2006 to 2010

- Created all marketing pieces (direct mail, brochures, folders, business cards, letterhead, notecards, flyers) for 400 of the company's 1400 agents as well as 7 of the company's 21 offices.
- Designed quarterly newsletter showcasing the activities in the 21 branch offices, announcing birthdays, anniversaries, birthdates, etc., as well as organizing this information and the collection of this information.
- Photographed Sibcy Cline's listed properties per agent and homeowners requests.

## **GRAPHIC DESIGNER**

Trader Publishing - Detroit, MI - 2002 to 2006

- Created all the marketing collateral for the sales reps, the sales department and the Detroit office. This included: Brochures, Business Cards, Direct Mail Campaigns, Flyers, Letterheads, Logo Design, Media Kits, Note Cards, and Sales Sheets.
- Acted as the liaison between the production department and the commercial sales department.

## EDUCATION

### **CERTIFICATE OF SOCIAL MEDIA**

Cincinnati State

2010

### **BACHELOR OF ART**

Rochester Institute of Technology

1998 to 2002

## LINKS

<http://linkedin.com/in/sarajchamberlain>

<http://sarajchamberlain.com/>

## ADDITIONAL INFORMATION

**SKILLS SOFTWARE:** Adobe Acrobat, Adobe Dreamweaver, Adobe Flash, Adobe ImageReady, Adobe InDesign, Adobe Illustrator, Adobe PageMaker, Adobe Photoshop, Macromedia Fireworks, Macromedia Freehand, Microsoft Access, Microsoft Excel, Microsoft Outlook, Microsoft PowerPoint, Microsoft Publisher, Microsoft Word, and QuarkXPress

**PROJECT MANAGEMENT SKILLS:** Keen ability to work well with others and extensive experience working with different personalities. Excellent problem solving and time management skills. Experience working with outside vendors, sales people, managers and corporate executives.

## TESTIMONIALS

"Sara is a very creative person. She can take a concept and bring it to life with words and graphics. I appreciate and miss her talent."

MICHELLE SLOAN, Realtor® & Sales Vice President, Sibcy Cline Realtors®

"Sara was very helpful on more than one marketing projects for me while she was in the Marketing Department at Sibcy Cline. Anyone who works with Sara will get not only professional, detailed products, but sincere and personalized advice."

MARK T. TAYLOR Realtor® Sibcy Cline Realtors

"Sara is terrific. Her work is always on time and her quality is excellent."

PAUL X. FOX, VP/Sales Vice Manager, Sibcy Cline Realtors®

"Sara is always very responsive to my needs and works outside of the box. She is a very diligent and works very hard to come up with the best materials and plan of action to achieve the goal presented to her."

BILL GARLAND, Realtor®, Sibcy Cline Realtors®

"Always quick to respond to my agents needs with the highest degree of attention to detail. I would recommend her highly."

MARY STONE, VP/Sales Vice Manager, Sibcy Cline Realtors®

"Sara always had a positive "can-do" attitude and handled any stress the job might have tossed her way professionally. She treated other co-workers equally and admirably. She was always committed to meeting deadlines. Her artwork rivaled some of other graphic designers who had been working for Trader for years. The sales reps saw this and often chose her over the other graphic designers for creating display pages."

JENNIFER MILLS, Systems Support, Trader Publishing