

Sarah Wisnack

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Experience

TFH Central Garden & Pet / Graphic Designer / August 2022—Present

- Collaborate with the creative team to develop design concepts and strategies for print and packaging materials, as well as social media graphics.
- Execute design solutions that align with the client's brand guidelines and meet project objectives and deadlines.
- Provide strategic input and feedback on design projects, taking into consideration the client's target audience and objectives.
- Develop and present design concepts and options to clients for review and feedback.
- Manage multiple design projects simultaneously and prioritize tasks based on project timelines and client needs while staying up-to-date with industry trends, tools, and techniques and incorporating them into design projects as needed.

AGAIN Interactive / Digital Design Intern / February 2022—April 2022

- Successfully created and executed content calendars for social media platforms including Instagram, TikTok, and Facebook, resulting in increased engagement and followers for clients.
- Collaborated with the creative team to develop innovative and visually appealing designs for paid ads and social media posts, including video, animations, Instagram reels, and static posts.
- Developed and implemented social media strategies that aligned with clients' branding and marketing goals, resulting in increased brand awareness and customer acquisition.

Rutgers University Athletics / Creative Intern / August 2018—May 2022

- Assist in the development and execution of creative content campaigns.
- Create live event coverage, including photography, videography, and social media content.
- Collaborate with the marketing team to develop and execute content strategies for social media, posters, billboards, and other platforms.
- Manage multiple projects and deadlines, ensuring timely delivery of high-quality content.
- Create visually appealing designs that are consistent with the brand and messaging.
- Work with vendors and suppliers to produce printed materials and other promotional items.

Skills

Design tool such as Adobe Photoshop, Illustrator, InDesign, After Effects, Lightroom, Adobe Premiere, Adobe XD, Adobe Bridge, Figma, TikTok and Instagram Reels. Strong communication skills for collaborating with clients and creative teams. Ability to manage multiple projects and prioritize tasks effectively. Understanding of the latest design trends and industry developments. Excellent time management and organization skills.

Education

Rutgers University Mason Gross School of the Arts / New Brunswick, NJ

Bachelor of Fine arts in Design