Sarah Egener

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Experienced Art Director and Graphic Designer with 8 years of expertise in creating compelling brand identities and managing cross-functional design projects. Passionate about blending creativity with strategy to deliver impactful visual solutions that drive business success.

Key Competencies

Creative Strategy | Brand Development | Packaging Design | Compliance Expertise | Marketing Campaigns

PROFESSIONAL EXPERIENCE

Edge Creative Studios, *Founder & Freelance Art Director/Graphic Designer*   *September 2024 - Present*

· Founded and managed a successful freelance studio, overseeing end-to-end business operations, including marketing, budgeting, and client retention, ensuring high satisfaction rates.
· Designed Shopify storefronts and digital assets, driving a 20% increase in online conversions.
· Developed branding, packaging, and investor materials, securing funding and expanding client opportunities.

The Main Thing Logistics LLC, *Art Director (Consulting),* Denver, CO   *April 2019 - September 2024*

· Led creative direction for a consulting firm, managing branding, packaging, and marketing campaigns for over 10 clients.
· Launched GALYNA, a skincare startup, with branding and marketing assets that drove a 200% increase in e-commerce sales within six months.
· Increased engagement by 30% and wholesale partnerships by 25% through strategic designs.

EDUCATION   *Aug 2012 - Dec 2016*

Honors Bachelor of Arts, University of Colorado-Boulder, magna cum laude (3.7/4.0)
· Double Major: Graphic Design and Environmental Studies
· Defended an undergraduate Honors thesis by leading a marketing campaign that increased zero-waste awareness and engagement campus-wide.

SKILLS

Branding and Identity Design, Color Theory, Typography, Layout and Composition, Compliance, Creative Leadership, UX/UI Awareness, Packaging Design, Web Design, Event Design, Retail Design, Strategic Campaign Development, SEO/SEM Knowledge, Project Management, Photo and Video Direction, Merchandising, Analytics, Client Relationship Management.

PROGRAMS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Canva, Microsoft Office (Word, PowerPoint, Excel), Google Suite, Slack, Asana, Trello, Dropbox, HubSpot, Mailchimp, Klaviyo, Shopify, Squarespace, Wix, WordPress, WooCommerce, Hootsuite, Sprout Social, iMovie, Procreate.