



## EDUCATION

### COASTAL ALABAMA COMMUNITY COLLEGE

**BAY MINETTE, AL - MAY 2017**

Associates Degree in Applied Science  
Small Business Management

### UNIVERSITY OF SOUTH ALABAMA

**MOBILE, AL - MAY 2020**

Bachelor's Degree of Fine Arts  
Graphic Design

## SKILLS

Time Management  
Email Campaigns  
Social Media Marketing  
Photography  
Photoshop  
Illustrator  
InDesign  
Microsoft Word  
Excel  
PowerPoint

## LEADERSHIP

### UNIVERSITY OF SOUTH ALABAMA

**PRESIDENT**

2019-2020

AIGA student chapter

### COASTAL ALABAMA COMMUNITY COLLEGE

**PRESIDENT**

2016-2017

Beta Club

## WORK EXPERIENCE

### FREELANCE

**Faith Academy, Drama Team**

AUGUST 2016 – PRESENT

Designed all promotional material including collateral for three productions a year.

**Stacie Hartsfield, President of Cobblestone Holdings**

AUGUST 2018 – PRESENT

Designed collateral and stationery set based on established logo and brand guides.

### DESIGN RECHARGE

**Internship**

JUNE 2019 - PRESENT

Designed social media posts and cover photos for weekly podcasts

### CAMPUS BOOKSTORE

**Operations Manager**

DECEMBER 2017 – PRESENT | MOBILE, AL

I started out as a sales associate, responsible for ringing up customers, and making sure their books were accurate. They were in need of a marketing director, and so I transitioned into that role, where I implemented a strategy that decreased outstanding balances by fifteen percent, and designed and developed an email campaign that doubled revenue for presales of workbook packages. From there I moved to Operations Manager where I secured a business contract that increased revenue by simplifying textbook sales for parents through the school, and developed and integrated a new training method that includes an intranet with several modules. I was also responsible for hiring, training, and managing schedules for all employees.

### UNIVERSITY OF SOUTH ALABAMA, REGISTRAR'S OFFICE

**Student Assistant**

JANUARY 2018 – AUGUST 2018 | MOBILE, AL

As a student worker I designed and developed a set of instructions for working at the front desk that is used to train new employees, created a digital database for student records, and helped with customer service and gave directions as needed.

### COASTAL ALABAMA COMMUNITY COLLEGE

**Division Assistant**

FEBRUARY 2016 – AUGUST 2017 | MOBILE, AL

As the Division Assistant I assisted the Division Chair of the Applied Technologies division, organized and categorized student materials, and implemented distance education strategies.

### CORNERSTONE PHOTOGRAPHY GROUP

**Front Desk Clerk // Daycare Photographer**

APRIL 2016 – DECEMBER 2016 | MOBILE, AL

I started out as a Front Desk Clerk where I assisted studio photographers in preparing for photo shoots, during photo shoots with infants, and performed secretarial duties when I was not needed with the photographers. I was later promoted to Daycare Photographer where I was responsible for setting up equipment, taking and editing photographs as well as selling photo packages to parents at daycares.

## AWARDS

### AMERICAN ADVERTISING AWARDS

**STUDENT BEST IN SHOW, 2020**

SALES & MARKETING - SALES PROMOTION

Sarah Self Branding

**GOLD, 2020**

SALES & MARKETING - SALES PROMOTION

Sarah Self Branding