

Sara Vineyard

Experience:

USI Digital: Graphic Designer/Media Specialist: Contract - October 2018 - February 2019

- Developed attention-grabbing infographics for in-company marketing plans.
- Had the privilege to construct Amazon listing content for a multitude of clients.
- Created/arranged product photos and optimized them according to Amazon's guidelines.
- Collaborated with colleagues in creating and editing content for client marketing plans and narratives.

Pro-Pet LLC: Marketing Intern - Summer 2017

- Proof-read and finalized artwork for specific brand programs.
- Had the privilege to work on a how-to guide for pet owners and their new puppy.
- Collaborated with photographers and videographers to create content for the upcoming Pro-Pet website.
- Managed the social media for Black Gold Explorer Premium Pet Food.

Knacktive: Interactive Digital Media Manager - Spring 2017

- Understand how to leverage technology in order to meet with client's marketing needs and challenges.
- Developed strategic digital tactics with input from team members.
- Responsible for creating a full functioning mock-up website for Velociti.
- Collaborated with team members to develop new business strategies.
- Created a business plan to boost revenue and drive business.

Kansas City Steak Company: Marketing/UX Intern - Summer 2016

- Optimized photograph sizes of products for the upcoming Kansas City Steak Company Website.
- Created an organized system for the file management of the website photographs.
- Conducted usability testing for competing companies.
- Conducted usability testing for the upcoming Kansas City Steak website.

National Beef Packing: Customer Service Intern - Summer 2015

- Schedule appointments for boxed beef deliveries around the country.
- Answered incoming customer calls, concerning the on-time delivery of their boxed beef order.
- Kept track of the delivery trucks while they were on the road.
- Updating phone lists of the different companies that National Beef conducts business with.

Involvement:

AdInk: Northwest Missouri State University Advertising Club - Spring 2016 - 2017

Northwest Dance Company: Executive Member - Fall 2012 - Spring 2016

- Costume Chair

Northwest Missouri State Homecoming Committee - Fall 2014 & 2015

- Variety Show Co-Chair

Sigma Sigma Sigma Alumna: Alpha Epsilon Chapter - Fall 2012 - Spring 2016

- Clerical Team: Head Clerical - Fall 2014 & 2015

Contact

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LinkedIn:

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Education

Northwest Missouri State University

Bachelor of Fine Arts

Major:

Graphic Design

Minor:

Interactive Digital Media

Skills

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Adobe Dreamweaver

Basic HTML/CSS

Mac Experience

Microsoft Office

Wire frame

Word press

SEO

UX

InVision

Social Media

Marketing

Advertising

Customer Service