Sarah CAMP

CREATIVE LEADER AND MULTI-DISCIPLINARY DESIGNER

sarahcamp.com | linkedin.com/in/sarahcamp
717.377.6551 | s@rahcamp.com

PRACTICAL EXPERIENCE

- Lead, manage, and develop a team, including in-house staff, designers, copywriters, programmers, and freelancers
- Direct print and interactive projects, photo and video shoots, and both traditional and digital campaigns
- Interactive and user experience best practices
- Brand design, direction, management, and quality control
- Lead major initiatives for brand development, promotional planning, and community engagement
- Approve proofs and oversee press checks
- Hire designers, freelancers, and agencies; train team members; recognize talent and maximize potential

- Develop relationships with internal and external teams, including vendors, clients, and freelancers. Team building, professional development, and morale
- Establish work processes and standards to enhance efficiency
- Ensure consistency in corporate branding; create and distribute brand guidelines and style handbooks
- Establish project guidelines, define scope, organize information, research competition, and recommend strategies. Manage work requests and delegate projects
- Develop new business and improve client relations
- Clear and concise written and verbal communication, as well as oral presentation to small and large audiences that include managers, external representatives, prospective clients, and peers

KEY SKILLS

Valued by clients and colleagues for being highly motivational and motivated; attentive to detail; committed to excellence, determined; knowledgeable and generous; budget-conscious; and passionate

GRAPHIC DESIGN
- Color Theory
- Typography
- Layout
- Information Organization & Hierarchy
- Image Editing & Retouching
- Press Checks

ILLUSTRATION
- Conventional
- Digital

UI & WEB DESIGN
- Wireframes & Moodboards
- User Experience (UX)
- Responsive & Scalable Design
- Information Architecture
- Mobile Experience
- Navigational Organization
- Group UI Testing & Reporting
- eCommerce
- Email Marketing
- Social Media Design

LOGO DESIGN & BRANDING
- Brand Development
- Brand Management
- Quality Control & Consistency

CREATIVE & ART DIRECTION
- Conceptualization
- Creation
- Directing Photo & Video Shoots

OTHER
- Project Management
- Team Leadership & Development
- Critical Problem Solving
- Time Management
- Photography
- Copywriting
- Social Media
- Contracts & Proposals
- Accounting & Invoicing

EXPERIENCE

NOV 2013 - PRESENT — *Frederick, MD*
DIRECTOR OF DIGITAL STRATEGY | LOVE & COMPANY

OCT 2010 - NOV 2013 — *Frederick, MD*
CREATIVE SERVICES MANAGER | MUSIC & ARTS

MAY 2007 - NOV 2012 — *Various Locations*
ART DIRECTOR | CONTRACT

MAY 2005 - PRESENT — *Blue Ridge Summit, PA*
CREATIVE DIRECTOR / OWNER | CAMP CREATIVE GROUP

JAN 2005 - MAY 2005 — *Chambersburg, PA*
WEB DESIGNER | GLOBAL DATA CONSULTANTS, LLC.

SEPT 2001 - JAN 2005 — *Blue Ridge Summit, PA*
FREELANCER | SELF-EMPLOYED

PROFESSIONAL DEVELOPMENT

Fundamentals of Supervision & Management
(March 2012, Online Course)

Leadership Concepts Workshop
(July 2013, Chambersburg)

InHowse Managers Conference
(June 2013, San Francisco)

How Design Live
(June 2013, San Francisco)

An Event Apart
(July 2012, Austin)

SXSW Interactive
(March 2011, Austin)

Fred NMT - Frederick New Media & Technology
(February 2011, Frederick)

Digital East
(October 2010, Tysons Corner)

Associates Degree
Multimedia & Web Design
Art Institute of Pittsburgh
(2001, Pittsburgh)

MEMBER OF:

AAF — AMERICAN ADVERTISING FEDERATION

AIGA

Work Featured in 4 Publications:
- "Market Smart: The Best in Age and Lifestyle Specific Design"
- "Logolicious"
- "The New Big Book of Layouts"
- "The Big Book of Green Design"

4 Silver Addy Awards for Creative Direction
- Music & Arts Rentals Promotional Video
- Music & Arts Lessons Promotional Video
- Music & Arts Promotional Videos
- Music & Arts Gift Card Holder

Featured:
- Smashing Magazine
- thebestdesigns.com
- CSS Creme 3 "Site of the Year" nominees
- w3cites.com
- Interviewed on DesignJuices.co.uk
- bkmacdaddy.com "Behind the Avatar"
- Interview "A Beginner's Guide to Freelancing"

CLIENTS LOCATED IN:

12 STATES   **4** COUNTRIES