

SARAH KELLY

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SKILL SETS

- Visual Storytelling
- Graphic Illustration
- Marketing & Campaign Strategy
- Creative Leadership
- Brand Development
- UX, Web Design, CSS & HTML
- Typography & Iconography
- UX Research & Enhancement
- Adobe Creative Suite
- Microsoft Office, G-Suite, Slack, Zoom, Asana

EXPERIENCE

Digital Content Manager, The Cleveland Orchestra | 2023 - Present

- Conduct user research and utilize the data to enhance user experience
- Execute regular audits to identify and rectify outdated or problematic content
- Oversee, create, and organize content across the website, in tandem with marketing campaigns
- Manage and optimize third-party content management systems (CMS)
- Work with internal teams to address tech issues, maintain accessibility, and implement necessary updates

Creative Marketing Manager, CRIO | 2022

- Design, manage and order sales support and trade show collateral
- Build and organize data charts and infographics
- Design and manage graphic elements for corporate advertising, social media, and print pieces
- Refresh and implement a set of updated brand guidelines
- Collaborate with other teams and advise on marketing best practices

Outreach Marketing Designer I, OverDrive | 2018 - 2022

- Design corporate advertising, social media posts, and customized partner marketing
- Create graphics for clients in tandem with big brands like Libby, Sora, Kanopy, Marvel, Disney, etc.
- Use analytics data to build infographics for marketing campaigns
- Audit the engagement of marketing pieces and archive any poorly performing materials
- Mentor novice designers

Front End Web Designer, OverDrive | 2014 - 2018

- Designing & updating multiple websites
- Designing social media content, emails, trade show materials, and print marketing
- Developing brand guidelines & championing brand identity
- Implementing creative business processes & writing best practice guides

Graphic Designer, WBC Group | 2013 - 2014

- Coding and adding web analytics tracking to emails
- Designing web ads, print pieces, email blasts and product packaging
- Utilizing request tracking software to manage projects