



SARA MCKINNEY ROBBINS



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SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Bridge
Microsoft Office Suite

EDUCATION

WESTERN KENTUCKY
UNIVERSITY

Bachelor of Arts with an
Emphasis in Graphic
Design and a Marketing
Minor

Honors Graduate,
December 2005

EXPERIENCE

CREATIVE LEAD

HTMELLE / CURRENT EMPLOYER

Responsible for an organizational rebrand to provide htmelle a more cohesive look that would appeal to our target market, donors and volunteers. Provided assets and feedback to web development team for website overhaul.

Collaborated with Founding Executive Director to develop content for social media. Created engaging graphics that included typography, illustrations and images to share on all feeds.

Composed layouts for presentation decks, emails and promotional one pagers. Utilized Mailchimp to create and distribute recurring company newsletter.

SENIOR GRAPHIC DESIGNER

UPWORK / 2021

Developed and executed a company-wide rebrand with the Upwork creative team. Individually responsible for designing the updated Upwork podcast logo, cover and supporting social media assets.

Created reports, one and two pagers and presentation templates for internal and external use.

Conceptualized ideas for new product categories, talent markets and revenue streams and presented them to senior management for review and feedback.

ASSOCIATE MARKETING MANAGER

SPALDING / 2018 - 2021

Contributed to and coordinated marketing initiatives focused on product launches, sponsored events and social media campaigns with domestic and international partners to drive business growth, brand visibility and profitability.

Maintained database of projects and related deliverables with actionable items.

Submitted, tracked and reconciled expenses with strict adherence to internal processes, budgets and timelines.

ART DIRECTOR

WESTERN SPIRITS / 2014 - 2016

Created brand identities for new products and emerging markets including original illustrations, typography and artwork for use on labels, packaging, mixology guides, advertisements and other branded marketing and promotional materials.

Worked with national sales representatives to provide relevant and engaging collateral for local markets.

Fostered working relationships with printers to ensure accuracy and meet quality standards on labels, packaging and branded merchandise.