



# SARA MCKINNEY ROBBINS



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www.saramcrobbins.com

## 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

### ASSOCIATE MARKETING MANAGER

SPALDING / 2018 - 2021

Responsible for the coordination and completion of marketing initiatives in partnership with internal teams and external partners to drive business growth and profitability through project management. Execute creative projects such as packaging, merchandising displays, copywriting and ecommerce needs. Assist in the development and tracking of product launches, key events and social media campaigns on the project calendar. Maintain an updated status report on project elements with clear action items and deliverables and follow-up with cross-functional team members and agencies as needed to ensure all project elements are on track. Create and present marketing decks to internal teams and external partners. Track invoices and reconcile all budgetary expenses with strict adherence to internal processes and timelines.

### ART DIRECTOR

WESTERN SPIRITS / 2014 - 2016

Created brand identities for new products and emerging markets within the liquor industry including flavored bourbons, whiskies, vodkas and ready to drink beverages. Created original illustrations, typography and artwork for use on labels, packaging, mixology guides, advertisements and other branded marketing/promotional materials. Worked with sales representatives around the country to provide relevant and engaging collateral for local markets and retail locations. Retouched images from photoshoots for use throughout the company. Worked with local and national printers to ensure accuracy and meet quality standards on labels, packaging and branded merchandise.

### SENIOR GRAPHIC DESIGNER

RUSSELL ATHLETIC / 2011 - 2014

Researched graphic trends and developed new screen print concepts for garments in the retail, licensed and college bookstore markets. Designed and produced graphics, presentations, sales and promotional materials for sporting events such as the Little League World Series, College World Series, Final Four and various bowl games and for major retailers such as Walmart and Kohl's. Worked with salespeople around the country to create screen print graphics promoting festivals, events and businesses. Retouched photography from in studio and on location shoots to include screen print graphics on all garments.

### CATALOG PRODUCTION COORDINATOR

RUSSELL ATHLETIC / 2009 - 2011

Coordinated in studio and on location photoshoots featuring Russell Athletic apparel for catalog and web applications. Built relationships with modeling agencies; scouted possible talent, locations and venues; ordered, organized and styled merchandise to be shot. Directed photoshoots while taking into consideration possible uses for final photography by multiple departments. Designed and developed catalog layouts, retouched images and worked with merchandising to ensure that product descriptions and representations were accurate. Collaborated with in-house production team and print shop to complete, produce and deliver all catalogs and web images on schedule.