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EDUCATION

BFA, Graphic Design

Savannah College of Art and Design

May 2006

AA, Liberal Arts

Hagerstown Community College

May 2002

COMPUTER SKILLS

Adobe Creative Suite

InDesign



Illustrator



Photoshop



Captivate



Microsoft Office

Word



PowerPoint



Publisher



Excel



Other

QuarkXpress



Mailchimp



FreeForm Create



HTML/CSS



WordPress/CMS



iMovie



PROFILE

As a highly creative and detail-oriented graphic designer, I bring a passion for visual storytelling and a proven track record of delivering stunning and effective designs. With over 17 years of experience in the industry, I have honed my skills in translating concepts into captivating visuals that not only meet but exceed clients' expectations.

In addition to my technical skills, I am committed to staying current with design trends and emerging technologies, allowing me to continually innovate and bring fresh perspectives to my work. Whether it's creating eye-catching marketing collateral, user-friendly website interfaces, or captivating social media graphics, I take pride in my ability to contribute to the success of any creative project.

PROFESSIONAL EXPERIENCE

OCTOBER 2022 – PRESENT

1st Infantry Division Headquarters Public Affairs Office, Fort Riley, KS

WEB DESIGNER/GRAPHIC DESIGNER/MARKETING

- Created and designed the 1st Infantry Division website (www.1id.army.mil) from inception to completion. Presented wireframes and Photoshop designs originally and the leadership decided on a final design. The shell was created by the AFPIMS team then once ready I was able to implement my content. I worked closely with the site migration manager on getting familiar with the content management system. It took about a month to get the site fully up and running. Once live, I maintain and manage the website daily. I update the homepage stories and images daily, as well as graphics, press releases, and all other content. I am continuously improving the navigation of the site and adding new pages and sections within the site. Our homepage image carousel is constantly changing with graphics/photos of events happening that week. I also trained another employee to manage the website during times that I am away.
- Attend the monthly Communication Plan meetings. We discuss events happening that month on and around Fort Riley and we come up with a plan on what to post on the website and all of our social media platforms.
- Designed various marketing materials for the Year of the NCO campaign. Helped with the design of the campaign logo as well as commercial exhibits that have been used at Army events and ceremonies.
- Designed various items for the Soldier Readiness Program including poker chips, stickers, pop-up banners, and advertisement flyers.
- Continuously designing computer lockscreens that promote events that are going on around the base. Some of these designs are also reformatted to go on the website as well as made into print flyers to display around the installation.
- Provided photographic coverage of special events upon request. One event that I was asked to cover was the KC Chiefs Victory Parade in Kansas City. Traveled with the videographers and provided several photos of the event that were posted on the 1ID Flickr page.
- Designed a wall wrap for the 18th Infantry displaying a detailed timeline of their accomplishments and history. Met with the museum curator to finalize some timeline events and retrieve some old WWI and WWII photos.
- Redesigned a book layout for the E3B training that was hosted at Fort Riley. I was provided 3 old book designs and I combined all books, reformatted them, and designed a cover. Also designed a poster and lockscreen for the training event.
- Assist with a monthly publication called Danger Forward. It's a magazine that covers all important events that take place on Fort Riley during that month. I help with layouts and graphics as needed.
- Participate in Photo of the Month at the end of every month. I go through all the photography that I have taken throughout the month and find the best photo to submit. All photos are critiqued and voted on by everyone in the Public Affairs Office.

JUNE 2019 – OCTOBER 2022

The Master Teacher, Manhattan, KS

SENIOR GRAPHIC DESIGNER/MARKETING

- Created custom designs and artwork for various awards and gifts such as lapel pins, cards, keychains, notepads, candy labels, and much more. Also developed designs for stock messages for a variety of products on the website.
- Designed the layout for the Awards and Gifts catalog and the Professional Development catalog. There are 3 catalogs that go out yearly for the Awards and Gifts Catalog. It includes new messaging and products each season.
- Responsible for the weekly email campaigns using Mailchimp. The images are designed in Photoshop, then they are placed in Mailchimp, and links are added. Each email targets different audiences that are manually generated within the program. Some campaigns are A/B tested with different subject lines and target a split audience so whichever subject is opened the most within the first hour that email is sent to the remainder of the audience. Depending on the time of the year, 1-3 emails are designed and sent out weekly for the Awards and Gifts and 1-2 emails are sent out weekly for the Professional Development as well as our weekly newsletter to our subscribers.
- Managed the Master Teacher Instagram page. Added new products weekly and inspirational posts. Also assisted with posts for their LinkedIn page as well.

FREELANCE CLIENTS

ALABAMA

Pop's Oyster Bar
Wiregrass Advertising
Joy Bailey-Gress, Mary Kay
John Jennings, DMD, PC
Troy University
Dothan TakeOut Star

ARIZONA

Casa Adobes Optimist Club

COLORADO

Rocky Mountain Black Car

KANSAS

Heidi Taphorn, PURE
Amy Summers, NewAge
BlueFire Supplements
Honor Screenprinting & Embroidery
Miss Emily's Music School
Ad Astra Coffee Roasters
Enso Discoveries
Enso Doctors
ZoCBD
Dustoff 06, LLC
SAVE Farm
Veterans First Initiative
Museum of Art and Light

MARYLAND

Western Maryland Therapeutic Gardens

NORTH CAROLINA

HIRO Japanese Restaurant

OKLAHOMA

SLADE Personal Training
Kelly Johnson, PURE

TEXAS

Caden Lane

AWARDS

Freedoms Foundation at Valley Forge
Freedom and Leadership Award, 1996

Senatorial Scholarship
Senator Donald Munson of Maryland,
2000-2002

SCAD's Savannah Session
Honors Award, 2006

Achievement Medal for Civilian Service
Irwin Army Community Hospital, 2019

REFERENCES



MELLISSA RUNDUS
CHIEF CITY PROSECUTOR

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PAT FARLEY
CHIEF EXECUTIVE OFFICER

Enso Discoveries
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PROFESSIONAL EXPERIENCE (CONT.)

- Attended quarterly meetings on the expectations of the company and their marketing strategies. We discussed new products for the catalog and website, new messaging and designs, went over the email campaign calendar, and discussed revenue for the last year and projected revenue for the current year.
- Photographed all new products that are being introduced in the catalog, website, and emails. Determine equipment requirements, including camera, lens, film, lights, etc. I set up the equipment and make technical decisions regarding the positioning of subjects and composition of shots.
- Updated images and banners for the website consistently. Photoshop is used quite often to create product display settings for the catalog, web images, emails, and landing pages for the website.
- Assisted the Creative Director with commercial jobs for various clients. Designed mailers, flyers, business cards, brochures, and any kind of advertising for local businesses. If we are responsible for mailing the artwork, then we use FreeForm to generate the barcode. The client will give us the mailing list and we create the postage using this program and we print them in-house.
- Helped out with the various departments in production. Learned about sublimation, laser engraving, sandblasting, large format and high-volume printing, brass engraving, and UV printing. Learned the processes of these departments to create custom designs that will work for the various products. Helped out with various projects in production as needed.

DECEMBER 2017 - JUNE 2019

Irwin Army Community Hospital, Fort Riley, KS

HR ASSISTANT MANAGER/OUTREACH SPECIALIST/PAYROLL TECHNICIAN

- Served as an assistant manager for the Chief of Human Resources. Utilized HR office automation skills in the design and projection of different projects and requests from the supervisor as well as the Command team. Assisted with projects such as the newsletter, social media campaigns, civilian awards, and the sponsorship program.
- Managed the IACH Careers Facebook page. Scheduled blog articles, recognized IACH employees weekly, managed event pages, and posted job openings daily. Conducted interviews with the featured employees and posted their story weekly.
- Attended an all-day training seminar that covered various marketing strategies.
- Assisted with the recruitment of new employees coming onboard, conducted welcome briefs in the Employee Service Center as well as training for supervisors at the Quarterly Management Meetings.
- Provided photography for awards ceremonies, social media spotlights, interviews, and other special events at the hospital.
- In charge of the design and creation of the quarterly newsletter. Coordinated with the Human Resources Department to make sure all articles, recognitions, and events are captured for our civilian personnel.
- Assisted with payroll every 2 weeks. Used a program called ATAAPS to make sure all civilian employees' timecards are correct and submitted.

APRIL 2008 - JUNE 2017

Safety Research Corporation of America, Dothan, AL

GRAPHIC DESIGNER

- Illustrated a variety of graphics and page layouts for promotional materials, publications, technical handbooks, websites, posters, software modules, brochures, training materials, and logo design using Adobe Photoshop, Illustrator, InDesign, Captivate, and Premiere.
- Produced preparation of visual information for academic instruction, such as graphics and visuals used in the FAA handbooks, other non-technical publications, company briefings, and presentations, such as PowerPoint presentations used for aviation safety trainings at the University of Southern California (USC).
- Assisted in the creation of various websites, as well as working with the IT department on supplying graphics for their ongoing projects.
- Developed original designs for the publications, flyers, exhibits, and presentation materials used in the Quad A event. Planned, designed, printed, and mounted a wide variety of displays from the initial planning to the final production.
- Managed SRCA's role in the City of Enterprise's Aviation Expo event. Attended all the meetings with the city council and mayor. Brainstormed ideas for the event and oversaw designing all the marketing materials needed for the event, such as the logo design, t-shirt design, brochures, posters, flyers, invitations, and event map. Planned for the event several months out. Responsible for any assistance, advertising, and graphic support needed leading up to the event. Every year the event was a success.
- Created visual, print, and multimedia materials and presentations for aviation training materials, technical handbooks, and other government audiences.
- Chosen to join a project involving Brett Favre's endorsement of an energy beverage. Developed numerous logo concepts, promotional posters, and packaging designs for the product. Traveled to Louisiana for a face-to-face meeting with the client and their manager, showcasing our diverse design concepts. Collaborated with the company's vice president to deliver our proposal during a formal presentation.