

# SARAH GRACE LIPE

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## EDUCATION

### Furman University

Greenville, SC

Bachelor of Arts, Marketing Design

Bachelor of Arts, Religion

## WORKING EXPERIENCE

### The Performance Group

Davidson, NC

Brand Designer

July 2023 to Present

- Develop visual brand strategies that align with business goals of company and its clients, and proactively propose solutions to help improve project outcomes
- Create client communication materials detailing business development opportunities for potential investors
- Build upon and evolve brand guidelines for non-profit partner by establishing sophisticated visual systems across a range of project types, including marketing, web, product, and social
- Create publications, including program guide and study materials, for non-profit partner to recruit and serve community business leaders
- Serve as project manager for a book publication, maintaining clear communication and coordination between the company, author, and publisher.

### Furman University Center for Engaged Learning

Greenville, SC

Graphic Designer

Spring 2022 to Spring 2023

- Design infographics promoting various majors and department marketing materials
- Create logo, branding, and promotional advertisements for campus-wide events

### Community Journals

Greenville, SC

Graphic Design Intern

May 2022 to August 2022

- Develop promotional display ads to run, from concept to final design, in print and online
- Design Community Journals' collateral, including media kits and marketing information sheets
- Collaborate with Sales and Production departments to produce materials

## EXTRACURRICULAR

### Lake Norman High School Swim Team

Mooresville, NC

Head Coach

Oct 2025 to Present

- Plan and lead daily swim practices to improve team performance and technique
- Coordinate swim meets, including scheduling, entries, and event logistics
- Manage administrative duties such as eligibility, team communication, and record keeping

### Furman University

Greenville, SC

Fellowship of Christian Athletes, Head of Advertising

August 2020 to Spring 2023

- Create digital and physical advertising to inform students about upcoming events

The Paladin Newspaper, Social Media Manager/Graphic Designer

Spring 2021 to Spring 2023

- Implement social media strategy that engages followers with curated advertising content

## TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, XD, Premiere Pro, Audition)
- Microsoft Office Suite (PowerPoint, Word, Excel)
- Layout, Strategic Design, Color Theory