

SARAH GRACE LIPE

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EDUCATION

Furman University

Bachelor of Arts, Marketing Design

Bachelor of Arts, Religion

Greenville, SC

WORKING EXPERIENCE

The Performance Group

Brand Designer

Davidson, NC

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

Furman University Center for Engaged Learning

Graphic Designer

Greenville, SC

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

Graphic Design Intern

Greenville, SC

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

Piranhas Swim Team

Head Coach

Mooresville, NC

Summer 2025

- Manage coaching staff to oversee daily curated practices for swimmers age 5-18
- Organize, schedule, and coordinate all administrative operations for home and away meets

Davidson Fellows

Fellow

Davidson, NC

Aug 2023 to Jun 2024

- 9-month leadership and discipleship program growing in faith, community, and career

Furman University

The Paladin Newspaper, Social Media Manager/Graphic Designer

Greenville, SC

Spring 2021 to Spring 2023

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

Furman Club Swim Team, President and Co-Captain

August 2019 to May 2023

- Lead club members weekly practices and coordinate event logistics of intercollegiate meets

TECHNICAL SKILLS

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