

SARAH GRACE LIPE

803-360-7622 | sarahgracelipe@gmail.com | Cornelius, NC | sarahgracelipe.com

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

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
- Participate in weekly team meetings reviewing current sales projects and priorities

EXTRACURRICULAR ACTIVITIES

Furman University

Greenville, SC

The Paladin Newspaper, Social Media Manager/Graphic Designer

Spring 2021 to Spring 2023

- Develop content, post headlines and write captions that attract readers and expand the audience
- Create and implement social media strategy that engages and increases followers
- Communicate with the Editor to identify items to promote and advertise

Fellowship of Christian Athletes, Head of Advertising

Spring 2021 to Spring 2023

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

Furman Club Swim Team, President and Co-Captain

August 2019 to May 2023

- Lead club team members during weekly practices to achieve personal athletic goals
- Coordinate participants event logistics and communicate details of intercollegiate swim meet

TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, XD, Premiere Pro, Audition)
- Website Design Platforms (Squarespace, Wix)
- Canva, Creatopy, Beepo