

SARAH GRACE LIPE

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EDUCATION

Furman University

Greenville, SC

Bachelor of Arts, Marketing Design

Bachelor of Arts, Religion

WORK EXPERIENCE

Freelance

Charlotte, NC

Graphic Designer

Present

- Provide design services for clients, creating branding materials, print designs, marketing collateral, and digital assets tailored to company objectives and brand identity

The Performance Group

Davidson, NC

Brand Project Manager

2025 to 2026

- Manage the publication of a 400-page book, coordinating timelines, deliverables, and communication to the publishing company from concept through final release
- Design the complete interior layout and visual presentation of the book, ensuring a cohesive, professional design while meeting publishing and production requirements

Brand Designer

2023 to 2025

- Develop visual brand strategies that align with business goals of company and its clients, and proactively propose solutions to help improve project outcomes, attracting 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

2022 to 2023

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

ADDITIONAL WORK EXPERIENCE

Lake Norman High School Swim Team

Mooresville, NC

Head Coach

2025 to 2026

- Lead 40-person swim team to Runner-Up Conference Champions and individual State placements
- Coordinate daily practices and swim meets to further improve technique and performance
- Manage team communication, scheduling, entries, event logistics, and record keeping

Furman University

Greenville, SC

Fellowship of Christian Athletes, Head of Advertising

2020 to 2023

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

The Paladin Newspaper, Social Media Manager/Graphic Designer

2021 to 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)
- Social Media (Instagram, Facebook, TikTok, LinkedIn, X)
- Website Platforms (Wix, Squarespace)