

# SARAH HOLCOMB

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## GRAPHIC DESIGNER

Creative, detail-oriented with over 10 years of increasingly developing experience in print and digital design. Seeking to create graphics that meet the specific commercial or promotional needs of a respectable company through strengths in artistic sense, collaboration, and receptive criticism. Software skills include Adobe Creative Suite, Microsoft Office, HTML, CSS, Magento, Mac OS, Windows

- Creative Thinking
- Project Management
- Communication
- Time Management
- Proofreading
- Customer Service



## CAREER PROGRESSION

**Marketing Manager** Eastern Pulse Board Shop, Hamden, CT      September 2020 - Present

- Manage social media accounts: Instagram, Facebook, TikTok: Plan, stylize, photograph or shoot video footage, edit, write copy, schedule, and post to accounts
- Increased social media followers exponentially: 100% increase in sales profits (2021)
- Updated website design (2020), updated website to ecommerce (2022)
- Design of shop signs, price tags, labels, and skateboard graphics
- Work promotional shop events and assist in the prep, transportation, and set-up
- Arrange floor layout & display with new weekly product
- Assist customers in shop when needed

**Owner/Freelance Designer** The Design Witch, North Branford, CT      September 2021 - Present

- Lead client design projects from initial meeting to final print/digital composition
- Supply individuals/businesses with design assets including logos, business cards, brochures, flyers, posters, folders, stickers, billboards, product labels, product packaging, event invitations, stationary, forms, menus and digital presence consulting
- Supply design elements on Etsy
- Promote design services through personal website, social media and networking

Graphic Designer Uno Alla Volta, North Branford, CT

May 2017 - May 2019

- Designed catalog spreads to best feature product and copy
- Introduced new grid layouts to catalog that repeated in future issues
- Refined catalog creation process, which decreased production time
- Oversaw all digital elements including home page, sale landing pages, category landing pages, artisan pages, catalog landing page, custom-coded landing pages, widgets, UAV emails (one per day), web marketing and social media images
- Developed Photoshop/Dreamweaver templates for digital elements, which ensured brand consistency across platforms and efficient element production
- Developed customized coded landing pages for company website
- Re-organized the creative department server file structure for easier navigation
- Collaborated with Marketing and Merchandising departments from concept to final design

Graphic Designer Simoniz USA, Inc., Bolton, CT

June 2016 - May 2017

- Modernized product label design
- Spearheaded the re-design of Simoniz' sixth edition of the *Workplace Solutions*, their biggest janitorial product catalog
- Contributed to the update of their biggest vehicle cleaning product catalog, *Detail Direct*
- Managed the production of printed technician certificates as needed

## EDUCATION

BA Graphic Design Lasell College, Newton, MA

September 2008 - May 2012

- Minor in Business
- Participated in Graphics Designers League