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GRAPHIC DESIGNER

**SKILLS**

- Digital Design
- Branding
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe XD
- Print Production
- Print Design
- Web Design
- Fast Learner
- Organized
- Social Media
- Multitasking in a Fast Pace Environment

**EDUCATION**

**BA ADVERTISING**  
Michigan State University

**EXPERIENCE**

**GRAPHIC DESIGNER**

**DealerOn • 2020 - present • Grand Rapids, MI**

- Developed diverse assets, templates, and digital creative, encompassing website homepage banners, web banner advertisements, and display advertisements for targeted digital marketing and remarketing campaigns.
- Produced compelling display ads, captivating social media marketing creative, and impactful web banner advertisements in strict adherence to client specifications.
- Ensured meticulous adherence to brand guidelines and compliance requirements, guaranteeing consistent and high-quality deliverables.
- Leveraged a wide range of relevant internal and external assets to align with the specific objectives of each project, resulting in effective and impactful digital content.
- Collaborated seamlessly with cross-functional team members to establish and maintain a comprehensive database of digital resources, encompassing fonts, logos, layouts, files, and branding materials.

**FREELANCE PRODUCTION DESIGNER**

**The Mars Agency • 2020 • Southfield, MI**

- Provided support to a large creative team by managing print and digital production design tasks.
- Created diverse sets of digital advertising banners for a prominent retail client.

**ASSOCIATE DIGITAL ARTIST**

**Commonwealth//McCann • 2018 - 2020 • Detroit, MI**

- Utilized the Adobe Creative Suite to produce digital mechanical files for print-based media, following an approved creative layout and adhering to production specifications, client brand guidelines, proper typography, and design principles.
- Demonstrated a commitment to maintaining the highest level of creative integrity, design quality, and production standards, even when working under tight deadlines.
- Fostered collaborative relationships with the Creative, Project Management, and Account teams to ensure seamless project execution.