

Sarah Kathryn Jacobs

GRAPHIC DESIGN

EDUCATION

Northeastern University, Boston, MA

BACHELOR OF SCIENCE SUMMA CUM LAUDE

Graphic & Information Design and Communications with a double major in Environmental Science

EXPERIENCE

New York Sports Club, *Personal Trainer*

BOSTON, MA. MAY 2023 - PRESENT

- CPR/AED for Professional Rescuers with First Aid certified NASM Certified Personal Trainer.
- Motivated and experienced trainer, managing 10-15 clients achieve individual goals.
- Excellent communications in client relations and creating a positive training environment.
- Delivers personalized and engaging workouts to inspire and motivate clients.
- Strong knowledge of exercise science, nutrition, and injury prevention.

TJX Sierra, *Creative Marketing Co-op*

FRAMINGHAM, MA. JANUARY 2023 - JUNE 2023

- Translated creative briefs to design on-brand & visually appealing digital and print materials.
- Collaborated with the global marketing team to develop and execute creative marketing campaigns aligned with business objectives.
- Managed and maintained the company's website and social media platforms including 30+ monthly emails and 15+ website assets, refreshed email strategy and template.
- Conducted monthly market research and analysis to identify industry trends, assess competitive landscape, and attain consumer insights translating findings into actionable recommendations.
- Presented ideas to senior leadership, received and incorporated feedback, and finalized design concepts for production.

Global Center for Climate Justice, *Design Coordinator*

BOSTON, MA. JULY 2021 - DECEMBER 2021

- Worked with cross functional teams to improve stakeholder experience and drive donations.
- Established the Center's branding, including colors, logos, and social templates.
- Built the Green New Deal Resource Hub website and redesigned the Mailchimp newsletter.
- Created and implemented a report template to be used for five 50+ page research reports.

Swell Type, *Production Assistant & Marketing Director*

SANTA BARBARA, CA. MARCH 2015 - JULY 2021

- Designed and updated library of 200+ commercial typefaces, created 10+ monthly marketing graphics, analyzed product sales, and managed 3+ social media accounts and websites.
 - Incorporated client feedback to revise and improve products.
 - Lettered and assembled comic books. Credited designer in 30+ comic book series.
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SKILLS

- Adobe Creative Suite
InDesign, Illustrator, Photoshop, Lightroom, Premiere, After Effects
 - Canva
 - DSLR Photography
 - Figma
 - Final Cut Pro
 - Fontographer
 - Glyphs
 - Microsoft Office
 - Webflow
 - Social Media
LinkedIn, Instagram, Tiktok
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CONTACT

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