

Sarah Smith

Contact

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www.sarahswork.fun

Education

BFA in Graphic Design

Certificate of Entrepreneurship

University of Kansas

Skills & Tools

Adobe Creative Suite

Illustrator, Photoshop, After Effects, InDesign, Lightroom

Sketch & Figma

Craft, InVision

Photography

Digital, Film

Yoga Teacher Certified

The River Yoga, Denver, CO

Work Experience

2023 - PRESENT

Brand Manager

Native Roots

- ✦ Led and mentored a multidisciplinary design team, improving workflow efficiency, creative quality, and cross-functional collaboration across 60+ monthly organic deliverables.
- ✦ Owned monthly integrated marketing campaigns in a highly regulated industry, directing concepting, product strategy, creative direction, and compliance-ready execution across all customer touchpoints.
- ✦ Led end-to-end brand strategy and 360° campaign execution, producing in-house photoshoots and hero assets across digital, print, retail, and experiential channels to support monthly omni-channel marketing campaigns with scalable performance.
- ✦ Oversaw visual merchandising across 21 stores, implementing A/B testing and in-store strategies that increased same-store sales by 18% on featured products and delivered a consistent 12% monthly lift.
- ✦ Developed and implemented creative and visual merchandising SOPs, standardizing processes from campaign strategy and asset production to visual merchandising execution, including in-store interactive menus and display cases.
- ✦ Designed interiors for new store openings and presented work to executives and contractors, crafting cohesive environments with signage, wayfinding, interactive menus, digital ads, and merchandised display cases and fixtures.

Lead Brand Creative

Native Roots

- ✦ Owned packaging design for 40+ new and existing products and produced assets across digital, print, retail, and experiential channels, managing multi-level legal and compliance approvals to ensure quality, regulatory adherence, and cohesive brand identity.
- ✦ Directed creative for Cannaquest, the brand's largest multi-channel campaign, collaborating with 20+ vendors and cross-functional teams to deliver a 60-page booklet designed to cultivate a unique customer experience, blending promotions, experiential elements, and brand education.
- ✦ Designed and optimized organic email and SMS campaigns, driving a 40% increase in CTR and a 26% lift in revenue.
- ✦ Enhanced homepage website modules with animation and interaction design, increasing conversion by 33% and improving product discovery and purchase intent.
- ✦ Partnered with executive leadership on high-visibility initiatives, including the annual CSR report and national PR activations, translating complex information into clear, compelling visual narratives.

2021 - 2023

Creative Lead

DISH Network, OneTen Agency

- ✦ Designed and delivered 200+ assets per month for national campaigns, maintaining brand consistency, accuracy, and rapid turnaround in a high-volume agency environment.
- ✦ Executed digital ads, print collateral, email layouts, social content, and motion graphics, supporting large-scale customer retention initiatives.
- ✦ Partnered with UI/UX leadership on website updates and full-scale rebrands, ensuring cohesive brand execution across digital platforms.
- ✦ Managed workflows and project tracking using Wrike and DSM, training new hires and freelance designers to maintain quality and ensure on-time delivery across concurrent projects.

2021

Graphic Designer

Tine Trading Company

- ✦ Designed digital, print, web, and social assets for a portfolio of five brands, maintaining visual consistency while clearly differentiating each brand's identity.
- ✦ Led full rebrands and packaging redesigns for in-house product lines, elevating shelf presence and driving a 10% increase in brand sales.
- ✦ Developed and managed social media creative across Instagram, Facebook, and LinkedIn, ensuring cohesive brand voice and design standards.