

# SARA COHEN

## GRAPHIC DESIGNER

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📞 (516) 509-6362

### 📁 EXPERIENCE

#### **YellowHammer Media Group**

January 2017-Present  
New York, NY

#### **Senior Graphic Designer**

Responsible for managing graphic design department at fast-paced digital startup. Create original design and copy for digital advertising campaigns. Ensure that graphics and text deliver a powerful, relevant message to fulfill marketing objectives.

Manage a staff of two designers, direct all phases of project pipeline including design execution, revisions and asset release. Analyze daily statistics of creative response at the campaign level in order to optimize the most effective advertising units. Create sales and marketing collateral materials for advertising sales presentations. Proficient in computer design, typography, backend programming, Adobe, CS6, HTML coding with an expert knowledge of 3rd party ad servers.

#### **YellowHammer Media Group**

April 2014-December 2016  
New York, NY

#### **Graphic Designer**

Create concepts and execute impactful design of digital ads for lifestyle brands. Contribute innovative ideas and collaborate with Creative Director on design, plus work closely with Advertising Operations Team to create timelines. Use exceptional project management skills to deliver quality work in deadline oriented environment. Responsible for monitoring and executing social media online presence.

#### **Socialike Strategies**

May 2013-April 2014  
New York, NY

#### **Graphic Designer**

Developed and designed print and online promotions for brands including marketing collateral, logos, packaging, photography and display graphics.

#### **True North Inc.**

Summer 2011, New York, NY

#### **Creative Intern**

Assisted with photo research, competitive analysis, writing, and creative edits.

#### **Viacom, MTV Iggy**

Summer 2011, New York, NY

#### **Digital Media Intern**

Worked on website transition to Wordpress, while creating featured content.

#### **Conde Nast Publications**

Summer 2010, New York, NY

#### **Productions Intern, Glamour Magazine**

Responsible for coding and updating Web pages for Glamour.com.

### 🎓 EDUCATION

/// **Syracuse University**  
May 2013, Cum Laude  
B.S. Graphic Design  
*S.I. Newhouse School of Public Communications*  
B.S. Information Management and Technology  
*School of Information Studies*

### ⚙️ SKILLS

Adobe Creative Suite	●●●●●
Microsoft Office	●●●●●
HTML/CSS	●●●●●
Javascript	●●●○○
Community Management	●●●●●
Project Management	●●●●●
Online Advertising	●●●●●
Copy Writing	●●●●●
Wire Framing	●●●●●
Collaboration	●●●●●

### ★ LEADERSHIP

**Peer Advisor, iSchool**  
September 2010-May 2013  
Syracuse, NY

**Technology Chair & Secretary,  
Sigma Delta Tau Omega Chapter**  
October 2010-May 2013  
Syracuse, NY

**20 Watts Magazine - Art Director**  
March 2012-May 2013  
Syracuse, NY