Sara Taylor

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EDUCATION

University of Maine Farmington
- B.A. Interactive Media with a concentration in Visual Art (Graduated May 2021) **GPA: 4.0**

EXPERIENCE

Current - Graphic Design Lead & Marketing Specialist, Photography to Profits, Miami, FL
- Managed client interactions and self-led remote projects.
- Developed and optimized websites with a UX and SEO focus.
- Created effective sales funnels with CRM integration.
- Designed graphics for social media and email campaigns.
- Produced engaging testimonial and slideshow videos for advertising.

Current - Web Designer, Rustica Journal, Farmington, ME
- Launched rusticajournal.com with integrated Stripe product checkouts.
- Established and managed social media profiles, offering content strategies.
- Offered ongoing marketing advice and recommendations.

2021-2022 - Communications Coordinator, Center for Entrepreneurial Studies, Farmington, Maine
- Managed digital communications, website, and social media.
- Assisted with fundraising, grant writing, and event planning.
- Acted as SADD (Students Against Destructive Decisions) advisor.
- Managed Makerspace & instructed workshops.

TECHNICAL SKILLS

- CMS & Web Environments: Proficient in WordPress (Gutenberg, Elementor, Divi), Squarespace, Wix, and ShowIt.
- Digital Video Production: Skilled in Adobe Premiere, Adobe After Effects, Animoto, and Capcut.
- Graphic Design: Experienced in creating designs for print, web, and social media using Adobe Illustrator, Canva, Procreate, and Adobe Photoshop.
- Coding Languages: Skilled in HTML, CSS, JavaScript, Arduino, Processing, C, and Python.
- UX/UI Design & Prototyping: Skilled in designing user experiences and prototypes using Figma and Adobe XD.
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- Office Suites: Proficient in Microsoft Office and Google Drive suite tools.
- CRM Software: Experienced in utilizing CRM software such as Active Campaign and Go High Level, with integration experience using Zapier.
- Organization & Communication: Efficient in organizational tools like Slack and Notion.so.

SOFT SKILLS

- Independent: Proven ability to work independently, demonstrating self-motivation and initiative.
- Task-Oriented: Focused on task completion with a goal-oriented approach.
- Adaptable: Quick to adapt to new technologies and environments.
- Organized & Efficient: Highly organized with a commitment to efficiency in task execution.
- UX/UI Design & Prototyping: Skilled in designing user experiences and prototypes using Figma and Adobe XD.
- Effective Communication: Strong communication skills, both written and verbal.
- Collaborative: Collaborates effectively with team members to achieve common goals.
- Organization & Communication: Efficient in organizational tools like Slack and Notion.so.