

# SARAH AYERS

freelance creative marketing | sarahayerscreative@gmail | 812.630.0504

## ABOUT ME

I'm a highly organized creative with 7+ years experience working in marketing. I have proven skills in project management, branding, graphic design, illustration, digital advertising, social media, and more. I've worked on strategic marketing campaigns in a variety of industries, and know how to execute every component from start to finish. Samples of my work will be provided upon request.

## EXPERIENCE

2022 - **WKU Academic Program Marketing**  
2024 *Marketing Specialist*

- Developed and implemented digital marketing campaigns to incorporate SEO, social media platforms, digital advertising strategies and video campaigns while managing digital advertising budgets (up to \$35K).

2022 - **Brandt Creative Co**  
Present *Freelance Graphic Designer*

- Designed and illustrated new brands from start to finish. Full logo suites, color palettes, fonts, icons, marketing materials, etc.

2017 - **Yonts + Co Creative Marketing**  
2022 *Brand Manager*

- Worked with established and newly developed companies to start, expand, or improve their marketing efforts.
- Created and implemented strategic campaigns using the full scope of creative marketing methods: web, design, branding, advertising, copywriting, social media mgt, etc.

## EDUCATION

**Western Kentucky University**

May 2014 - May 2018

- *Bachelor of Arts - Advertising*
- *Minors in Graphic Design & Marketing*

## INVOLVEMENT

**Young Life**

2013-2022

- *Volunteer Youth Leader*

**BG Christian Church**

2021 - present

- *Visual Media Team*
- *Volunteer Youth Leader*

## TECHNICAL SKILLS

Content Creation, Adobe Creative Suite:  
*Illustrator, InDesign, Photoshop, Premier, Rush*

Graphic Design: *Branding, Logos, Illustrations*

Paid Media Advertising: *Facebook, Google, LinkedIn, Instagram Ads & Analytics*

Analytics: *Google My Business, Google Analytics, Google Ads*

Email Marketing: *Mailchimp, Flodesk, automation capabilities*

Social Media Management: *SEM Rush, Loomly, Hootsuite, & management platforms*

Project Management, Client Relations:  
*Basecamp, Zoom, & task management software*

## INDUSTRIES

Healthcare

Law Firms

Retail/Fashion

e-Commerce

Technology

Government

Non-Profit / Religious

Higher Education

Lifestyle

Event Venues

Food Industry

Agriculture

Supply Chain Management

Interior Design