



# SARAH CONFER

Print & Web Design | Branding | Marketing



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➦ sarahconfer.com

## EDUCATION

A.S. in Graphic Design  
Pittsburgh Technical College  
2008 - 2010

## SKILLS

Adobe Photoshop

Adobe Indesign

Adobe Illustrator

Print Design

Social Media Management

Email Marketing

Website Design & Management

CRM Management

Microsoft Office

Google Workspace

Google Ads

Mac/Windows

Quality-oriented graphic designer with over ten years of experience in agency, small business, and non-profit environments. Diverse background in print design, digital marketing, website design and management, and public relations. Knowledge of marketing processes from conceptualization to production to analysis. Special interests in community organizations, animals, youth and families, and real estate.

## EMPLOYMENT

**Marketing Coordinator | River Therapies**  
Glenshaw, PA  
August 2021 - Present

Responsible for planning, creating, and executing marketing campaigns to promote pediatric therapy services. Launched and managed websites, social media, and email platforms, and produced print materials and signage. Acted as liaison between the public and company, welcoming clients and handling intakes, scheduling, and inquires. Assisted with hiring processes, internal communications, and incentive programs within the company to support employee retention.

- Produced cohesive branding package, website, and social media accounts for new subsidiary company
- Developed systems and tools for improved collaboration, including asset library and employee newsletter
- Managed multiple, ongoing projects while working closely with team members, clients, and vendors

**Marketing Consultant | Berkshire Hathaway HomeServices**  
Pittsburgh, PA  
January 2021 - July 2021

Provided marketing consultation and services to real estate team. Assisted with home listings by writing descriptive content, editing photography, and promoting through MLS, social media, showing materials and advertisements, email marketing, and Google advertising.

**Theatre Relations Coordinator | Barrow-Civic Theatre**  
Franklin, PA  
March 2013 - December 2019

Managed public communications of performing arts theater through various channels of print and digital marketing. Developed branding and advertising strategies for events and programs; managed website, social media, and email platforms, and designed and produced printed materials. Utilized CRM for event management and to assist customers with inquires and ticket sales.

- Redesigned website, improving appearance and functionality
- Participated in small business and website management workshops