

# SARAH MENDOZA

web ✂ graphic ✂ motion  
designer

## PROFESSIONAL EXPERIENCE

Assurant - Miami, FL

**Marketing Designer II**

// August 2017 - Present

Designed marketing collaterals such as printed materials, digital assets, emails and videos while working with and adhering to brand standards for various clients such as Apple, T-Mobile, Spectrum Mobile, Xfinity and Enterprise. Responsibilities included managing design projects, communicating with marketing managers and copywriters to ensure that client deadlines were met, and keeping client collaterals up to date with the latest marketing trends.

### Achievements

- ✂ Led the creative re-brand of the MyWit email campaigns which tripled on-site sales from email marketing and also led the creative redesign on an email drip campaign which grossed over 18K in a period of 4 months.
- ✂ Initiated the creation of brand standards for motion graphic video production work
- ✂ Led efforts in the move towards HTML5 ads for advertising on the Google Display Network

### Skill Sets

- ✂ Pre-Press
- ✂ Social Media Graphics
- ✂ Print Design
- ✂ HTML5 Ad Design & Development
- ✂ Email Design & Development
- ✂ Motion Graphic Video Development

Exults - Fort Lauderdale, FL

**Design Specialist**

// April 2014 - August 2017

Lead designer and decision maker for various projects on an ongoing basis consisting, but not limited to:

- ✂ Wordpress Site Development
- ✂ Email Marketing Campaigns
- ✂ Woocommerce Site Development
- ✂ Email Template Development
- ✂ Application Development
- ✂ Banner Ads
- ✂ Landing Page Development
- ✂ Branding & Print
- ✂ Explainer Videos

Responsibilities for all website development projects include:

- ✂ Aid in initial project proposal
- ✂ Maintain communication with clients until site launch
- ✂ Wireframe all site pages using Photoshop
- ✂ Design complete with responsive desktop, tablet and mobile devices in mind
- ✂ Manage all third-party vendor tasks
- ✂ Test site for all possible screen resolutions
- ✂ Test site across all web browsers; Chrome, Firefox, IE & Safari
- ✂ Launch site

## RELATED EXPERIENCE

Fort Lauderdale Civic Hackathon

**Website Designer and Event Participant**

// July 2016

- ✂ Created one-page landing page using a bootstrap starter template
- ✂ Participated in actual Hackathon as a designer

American Marketing Association of FIU

**Creative Director & Co-Founder of Marketing Agency**

// August 2014

### Creative Director

- ✂ Supervised agency projects and 30+ members
- ✂ Created branding and promotional materials for agency

### Co-Founder

- ✂ Established agency
- ✂ Developed agency's brand
- ✂ Managed client relations
- ✂ Created marketing materials for clients

### Awards

- ✂ Member of the Year - FIU College of Business
- ✂ Video of the Year - The American Marketing Association
- ✂ Creativity Award - FIU School of Mass Communications

## CONTACT

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## KEY EXPERIENCE

### Projects

- ✂ Website Design & Development
- ✂ Print Design
- ✂ Digital Design
- ✂ Branding
- ✂ Internet Marketing Solutions

### Tools

- ✂ Wordpress & Woocommerce
- ✂ Bootstrap
- ✂ Github
- ✂ Constant Contact/Mail Chimp
- ✂ Google Analytics

## SKILLS

- ✂ Photoshop
- ✂ Illustrator
- ✂ InDesign
- ✂ After Effects
- ✂ Premiere Pro
- ✂ Dreamweaver
- ✂ Sketch
- ✂ Good Webdesigner
- ✂ HTML/CSS

## EDUCATION

*Florida International University*  
Bachelors of Science in  
Communications with a  
Specialization in Advertising

*Minor in Marketing*  
*Minor in Art*