

# Sarah Jakubiak

## CONTACT ME:

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While earning a Bachelor of Art and Design in Graphic Design degree from Becker College, I began working at altE Store during my senior year at Becker. My position at altE began as an intern and became full-time about one year later.

At altE, an internet retailer of renewable energy products, my position as the only graphic designer has included a wide range of creative responsibilities and has required me to be proactive and independent.

Some of my projects at altE have included creating a 72-page product catalog, playing a large role in organizing and designing all related creatives for our annual Dealer & Installer Conference, many online and print ads, editing educational videos and promotional material. I make updates

to our website and design pages, including landing pages for ads and promotions. Creating and sending custom HTML email newsletters via Constant Contact is another large part of my role at altE. Wearing many hats is what I do as the sole Graphic Designer working directly with the Vice President of Sales and Marketing at this small company.

Working as a freelance graphic artist my creations have included logos, website design, magazines, marketing collateral and PowerPoint presentations.

I am detail oriented, love to learn and have high productivity with design software. I bring strong design and development skills to any project. I work very well independently as well as with a team.

## SKILL TOOL BOX

### Print & Layout:

Adobe CS6: Photoshop, InDesign, Illustrator, Acrobat, Flash, Fireworks

### Web & Video:

Adobe Dreamweaver CS6, Adobe Premiere Elements, HTML, CSS, Constant Contact, WordPress, Google Analytics, Google Adwords, Google Trends, Search Engine Optimization, Social Media

### Office:

Google Drive, Microsoft Word, Excel, PowerPoint

## PROFESSIONAL EXPERIENCE

### 9.2005 – present altE Store *Boxborough, MA:*

The in-house graphic designer at online retailer and wholesaler of alternative energy products. Responsible for creating web, email and print ads and marketing collateral and promotional designs. Also taking and editing professional product photos. Designed, created and worked with printers on 72-page product and educational catalog. Work in marketing and with Google Analytics to analyze print, email and web advertising campaign statistics. Used Google Adwords to manage online advertising campaigns.

## EDUCATION

**HOW Design Live Conference** 2012

**Internet Retailer Web Design & Usability Conference** 2011 & 2010

**Internet Retailer Conference & Exhibition** 2010

**Worcester State College, Worcester, MA**  
Two Marketing Classes

**Becker College, Worcester, MA**  
Bachelor of Art & Design in Graphic Design

## FREELANCE EXPERIENCE

### Logo Designs Include:

iDSS Inc., Leominster Church of Christ, The Lott Group, Cook-Ins, Crowell Expressions, PieforLunch.com

### 6.2014 Virsec Systems *Acton, MA:*

Designed and developed website, Virsec.com, in WordPress using a customized, responsive, mobile-friendly theme.

### 7.2011 – 7.2013 Network Allies *North Andover, MA:*

Creation of company PowerPoint template and presentation, marketing collateral to comply with new branding. Designed ISO Certified and UL Registration marks.

### 8.2008 – present Don Varney Creative *West Boylston, MA:*

Responsibilities have included creating print booklets, email templates, a 100-page magazine, websites and media kits for various events and publications.