

SARA WIEDEMAN

PROFILE

An adept designer with multiple years experience in design and marketing. Skilled in branding, print and web design, email marketing, social media and content creation.

EDUCATION

2006 - 2010

Bachelors in Graphic Design

Mount Ida College
Newton, Massachusetts

2016 - 2017

Certificate in Web Design

Southern Methodist University
Dallas, Texas

SKILLS

Adobe CC
| Illustrator
| InDesign
| Photoshop

CSS / HTML

Drupal

Mailchimp

Microsoft Office

| Outlook
| PowerPoint
| Word

Pardot / Salesforce

Procreate

Smartsheet

WordPress

EXPERIENCE

Assistant Director of Communications

MIT | Oct 2023 - Present

Responsible for design and web functions supporting MIT Admissions and Student Financial Services (SFS).

Helping bring the brand to life through collateral, websites, signage, presentations, digital assets and more.

Serves as webmaster for multiple web properties and project manager for a variety of print and digital projects.

In-house designer for creating and updating internal and outbound communications.

Senior Graphic Designer

University of North Texas | Sep 2021 - Oct 2023

Designed collateral for Advancement areas including the Alumni Association, Annual Giving, Donor Relations and Special Events.

Helped create and execute content strategies and improvements.

Supported the web team by assisting with content management and email marketing.

Digital Marketing Specialist

Highland Homes | Jul 2019 - Feb 2021

Created, executed and managed B2C and B2B emails with Pardot.

Designed targeting ads for several platforms quarterly.

Constructed and managed landing pages for campaigns.

Digital Designer

Highland Homes | May 2016 - Jul 2019

Produced graphics and edited photography.

Created and edited digital maps for 130+ communities.

Designed promotional tiles, email banners and landing pages.

Associate Graphic Designer

Animal Supply Company | Jun 2015 - Oct 2015

Developed creative designs for marketing, print and digital.

Assembled a social media presence and updated weekly.

Produced packaging for Neighborhood Pet Products, LLC.