

# SARAH EN

Graphic Design & Marketing

**Sarah E. Medina**

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## Education:

UC Berkeley Extension | May 2023  
Professional Program in Graphic Design

University of Puerto Rico,  
Mayagüez Campus | May 2018  
Bachelor in Business Administration  
Major: Marketing

## Design Skills:

- Photoshop
- Illustrator
- InDesign
- Procreate
- Adobe Premiere Rush
- Figma
- Wordpress

## Office Skills:

- Microsoft Office Suite
- Keynotes
- Excel
- Notion

## Language:

- English
- Spanish

## ● Maddy.ArtePR | June 2022

Freelance Designer

Client needed a complete revamp of their brand identity and design, including a new logo, and name for their small business. Worked with the client to determine their budget, artistic direction and brand needs. Using Illustrator, designed a recognizable monochrome logo within their limited budget that would represent what the business is about. Created business cards and stickers which would allow them to have a solid brand recognition.

## ● Jones Lang LaSalle (JLL) | November 2018–February 2019

Market Researcher

Responsible for investigating and preparing content needed for market reports of retail and office spaces. Researched and analyzed retail realty, office realty and economic data to have a better understanding of the market environment. Visited commercial locations to collect information and corroborate existing data. Created reports and databases that were used in promotions, sales, and negotiations with current and prospective clients.

## ● Applivio | June 2018–July 2018

Digital Marketing Intern

In charge of company rebranding. Created a new product name, designed logo, slogan, website and social media content to define a new brand. Designed website layout including content, digital art and user interface. Created tools and materials to network with potential clients such as digital art and content for social media, promotional material (business cards, flyers, table tents and standing banners) and marketing emails using Photoshop.

## ● GFR Media | June 2017–July 2017

Audience and Branding Intern

Analyzed and organized clients' complaints and worries regarding new changes in company products. Monitored approximately 500 customer service calls and created a database based on their feedback, determining important insights for company improvement. Based on the feedback obtained by customers, added new items to the F.A.Q. for the website "ElNuevoDia.com" and assisted in creating a plan for a better client relationship by providing solutions to the problems based on customers' feedback.