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Manhattan, KS



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EDUCATION

BFA, Graphic Design

Savannah College of Art and Design

May 2006

AA, Liberal Arts

Hagerstown Community College

May 2002

COMPUTER SKILLS

Adobe Creative Suite

InDesign



Illustrator



Photoshop



Microsoft Office

Word



PowerPoint



Publisher



Excel



Other

QuarkXpress



Mailchimp



HTML/CSS



CapCut



WordPress/CMS



iMovie



Canva



PROFILE

As a highly creative and detail-oriented designer, I bring a passion for visual storytelling and a proven track record of delivering stunning and effective designs. With over 18 years of experience in the industry, I have honed my skills in translating concepts into captivating visuals that not only meet but exceed clients' expectations.

In addition to my technical skills, I am committed to staying current with design trends and emerging technologies, allowing me to continually innovate and bring fresh perspectives to my work. Whether it's creating eye-catching marketing collateral, user-friendly website interfaces, or captivating social media graphics, I take pride in my ability to contribute to the success of any creative project.

PROFESSIONAL EXPERIENCE

OCTOBER 2022 – PRESENT

1ST Infantry Division Headquarters Public Affairs Office, Fort Riley, KS

WEB DESIGNER/GRAPHIC DESIGNER

- Created and designed the 1st Infantry Division website (www.1id.army.mil) from inception to completion. Worked closely with the AFPIMS site migration manager on getting familiar with the content management system. Once live, the website is maintained and managed daily. The homepage module is constantly changing with graphics/photos/stories of current events.
- Perform a variety of public affairs, communication and engagement duties, community relations, social media, video reels/clips, and website management.
- Assist public affairs personnel and Chief of Division Public Affairs with subordinate activities in dealing with local issues. Assists with press queries, press visits and distribution of approved media releases to be posted on the website and social media platforms.
- Coordinate with units and organizations to plan and develop website content and social media posts that provide up-to-date and relevant information. For example: Victory Wellness, Victory Week, and the Year of the NCO and the Year of Victory Campaigns.
- Attend the monthly Communication Plan meetings and discussed events happening on and around Fort Riley. We implement a plan on what to post on the website/social media platforms.
- Use of web-based social media tools such as Facebook, Twitter, Instagram, Flickr, YouTube and our AFPIMS site to support the communication objectives of the Division command.
- Designed various marketing materials for the Year of the NCO, the Year of Victory, and the Year of the Warrior campaigns. Designed the campaign logo as well as commercial exhibits, posters, stickers, etc.
- Use photography, graphics, video editing, publication design and layout, and graphic design skills for digital and social media posts/reels and advertising using Adobe Creative Suite/CapCut/Canva.
- Designed various items for the Soldier Readiness Program including poker chips, stickers, and a pop-up banner to display at events, as well as advertisement flyers.
- Designed a wall wrap for the 18th Infantry displaying a detailed timeline of their accomplishments and history. Met with the museum curator to finalize some timeline events and retrieve some old photos upon completion.
- Redesigned a publication layout for the E3B training that was hosted at Fort Riley. I designed a poster and lockscreen for the training event as well. Also assisted with a monthly/quarterly publication called Danger Forward, a magazine that covers all important events that took place on Fort Riley during that month.
- Provide photography and graphic skills for special events upon request.
- Review articles, press releases, and posts for compliance with journalistic standards and command directives.

JUNE 2019 – OCTOBER 2022

The Master Teacher, Manhattan, KS

SENIOR GRAPHIC DESIGNER/MARKETING

- Created custom designs and artwork for various awards and gifts such as lapel pins, cards, keychains, notepads, candy labels, and much more.
- Designed the layout for both the Awards and Gifts catalog and the Professional Development catalog.
- Responsible for the weekly email campaigns using Mailchimp. Each email targets different audiences that are manually generated within the program. Some campaigns are A/B tested with different subject lines and target a split audience. Scheduled various emails to be sent out weekly.
- Managed the Master Teacher Instagram page. Added new products weekly and inspirational posts.
- Attended quarterly meetings on the expectations of the company and its marketing strategies. Discussed new products for the catalog and website, new messaging and designs, and went over the email campaign calendar.
- Photographed all new products that are being introduced in the catalog, website, and emails. Determined equipment requirements, including camera, lens, film, lights, etc.
- Updated images and banners for the website consistently. Photoshop is used quite often to create product display settings for the catalog, web images, emails, and landing pages.

FREELANCE CLIENTS

ALABAMA

Pop's Oyster Bar
Wiregrass Advertising
John Jennings, Dental Health and Beauty
Troy University
Dothan TakeOut Star

ARIZONA

Casa Adobes Optimist Club

COLORADO

Rocky Mountain Black Car
NOVA

KANSAS

BlueFire Supplements
Honor Screenprinting & Embroidery
Miss Emily's Music School
Ad Astra Coffee Roasters
Enso Discoveries
Enso Doctors
ZoCBD
Dustoff 06
SAVE Farm
Veterans First Initiative/Shots for Soldiers
Museum of Art and Light
Patriot Medical Services

MARYLAND

Western Maryland Therapeutic Gardens

NORTH CAROLINA

HIRO Japanese Restaurant

OKLAHOMA

SLADE Personal Training

TEXAS

Caden Lane
Salty Wardogs
PURE

AWARDS

Senatorial Scholarship
Senator Donald Munson of Maryland,
2000-2002

SCAD's Savannah Session
Honors Award, 2006

Achievement Medal for Civilian Service
Irwin Army Community Hospital, 2019

REFERENCES

MELLISSA RUNDUS

CHIEF PROSECUTOR



Manhattan Municipal Court

Phone: (785) 587-2451
rundus@cityofmhk.com

PATRICK FARLEY

CHIEF EXECUTIVE OFFICER



Patriot Medical Services

Phone: (480) 650-8015
pfarley@patriotmedserv.com

LTC JEFFERSON GRIMES

CHIEF PUBLIC AFFAIRS OFFICER



1st Infantry Division Public Affairs

Phone: (979) 575-9078
jefferson.t.grimes.mil@army.mil

PROFESSIONAL EXPERIENCE (CONT.)

- Assisted the Creative Director with commercial jobs for various clients. Designed mailers, flyers, business cards, and any kind of advertising for businesses. Used FreeForm to generate the barcodes for direct mailing materials. Oversaw work schedules, sequence of operations, workload distributions, and deadlines.
- Assisted with the several duties throughout the various departments in the production warehouse. Learned about sublimation, laser engraving, sandblasting, large format and high-volume printing, brass engraving, and UV printing. Learned the processes of these departments to create custom designs that will work for the various products. Helped out with various projects in production as needed.
- Kept skills current by using online training such as SkillShare. This helped me proactively learn new techniques to enhance my services and design skills.

DECEMBER 2017 - JUNE 2019

Irwin Army Community Hospital, Fort Riley, KS

HR ASSISTANT MANAGER/SOCIAL MEDIA/CIVILIAN AWARDS

- Served as an assistant manager for the Chief of Human Resources. Assisted with projects such as the newsletter, social media campaigns, civilian awards, sponsorship program, and the design and creation of invitations and promotional material for ceremonies and special events, informational charts, tables, and graphs displaying specific material and statistics for different departments throughout the hospital.
- Managed the monthly awards ceremony, overseeing all award submissions. Ensured all justifications were accurate and all awards were signed by the hospital commander before the ceremony. Prepared coins, medals, and other items, organized the ceremony setup, wrote the script, obtained approval, and assembled awards.
- Responsible for managing all civilian employee award appraisals within the hospital. Collaborated with each section's manager to ensure proper justification and paperwork were submitted for employees to receive time off or monetary awards. Reviewed appraisals, then submitted them to the Awards Board for approval before the end of the fiscal year.
- Managed the IACH Careers Facebook page. Scheduled blog articles, recognized IACH employees weekly, managed event pages, and posted job openings daily. Conducted interviews with the featured employees and posted their stories weekly.
- Assisted with the recruitment of new employees coming onboard, conducted welcome briefs in the Employee Service Center as well as training for supervisors at the Quarterly Management Meetings. Trained supervisors on the Civilian Awards Program, the Sponsorship Program, and Regiment Affiliation.
- Provided photographic and/or video coverage of awards ceremonies, social media spotlights and interviews, and other special events at the hospital.
- Designed the quarterly newsletter. Coordinated with the Human Resources Department to make sure all articles, recognitions, and events are captured for our civilian personnel.
- Provided user support of DCPDS, ATAAPS, DCPS, GEARS, and other Army and DoD Personnel/Human Resource systems.
- Assisted the Chief of Human Resources with researching and writing articles, news releases, stories, and job listings for the newsletter and social media pages.
- Developed and delivered training programs for supervisors at the Quarterly Management Meeting as well as HR Day. These trainings covered the Civilian Awards Program and the Sponsorship Program.

APRIL 2008 - JUNE 2017

Safety Research Corporation of America, Dothan, AL

GRAPHIC DESIGNER/WEB DESIGNER

- Illustrated a variety of graphics and page layouts for promotional materials, publications, technical handbooks, websites, posters, software modules, brochures, training materials, and logo design using the Adobe Creative Suite.
- Produced preparation of visual information for academic instruction, such as graphics and visuals used in the FAA handbooks, other non-technical publications, company briefings, and presentations, such as PowerPoint presentations used for aviation safety trainings at the University of Southern California (USC).
- Assisted in the creation of various websites, as well as working with the IT department on supplying graphics for their ongoing projects.
- Developed designs for the publications, flyers, exhibits, and presentation materials used at the Quad A event.
- Operated and maintained conference and training room audio and visual equipment during teleconferences with clients abroad and with remote employees.
- Managed SRCA's role in the City of Enterprise's Aviation Expo event. Attended all the meetings with the city council and mayor. Brainstormed ideas for the event and oversaw designing all the marketing materials needed for the event, such as the logo design, t-shirt design, brochures, posters, flyers, invitations, and event map. Planned for the event several months out. Responsible for any assistance, advertising, and graphic support needed leading up to the event.
- Created visual, print, and video materials and presentations for aviation training materials, technical handbooks, and other government audiences.