

**EXPERIENCE—**

**STUDIO SARA KRAUS**

Designer & Creative Director  
Portland, OR | 2010 to Present

**RONALD MCDONALD HOUSE CHARITIES  
OF OREGON & SW WASHINGTON**

Director of Brand & Communications  
Portland, OR | 2021 to 2023

**RONALD MCDONALD HOUSE CHARITIES  
OF OREGON & SW WASHINGTON**

Creative Brand Manager  
Portland, OR | 2018 to 2021

**AMAZING.COM**

Graphic Designer  
Austin, TX | 2015 to 2016

**SEPHORA**

Senior Designer & Photographer: Social Media  
San Francisco, CA | 2014 to 2015

**THE H&H COMPANY**

Graphic Designer & Photographer  
Los Altos, CA | 2013 to 2014

**TAVISTOCK RESTAURANTS**

Graphic Designer & Photographer  
Emeryville, CA | 2012 to 2013

**IN-SHAPE HEALTH CLUBS**

Graphic Designer & Website Administrator  
Stockton, CA | 2011 to 2012

**SKILLS—**

**BRAND MANAGEMENT AND IMPACT**

Over a decade of experience in holistic brand design execution, both digital and print, as well as product photography and retouching. Expert user in Adobe Photoshop, Camera RAW, Lightroom, InDesign, Illustrator; working knowledge of the rest of the Adobe Suite. Highly skilled in other software such as: Canva, Buffer, Later.com, Squarespace, Wordpress, Flodesk, Mailchimp, Asana, ClickUp, and more.

Leadership in adhering to brand guidelines, ensuring all collateral meets standards and drives creative marketing to support all outreach initiatives.

Management of websites and communications systems, using multidimensional analytics for efficacy. SEO implementation skills, and a working knowledge of HTML and CSS. Production of intuitive end-user website functionality and navigation, with supporting statistics to understand impact.

Organizational cross-coordination to ensure compliance related to ROIs, HIPAA, and the collection/distribution of sensitive information.

**COMMUNICATIONS STRATEGY, DESIGN, AND IMPLEMENTATION**

Design of annual integrated marketing and communications strategies. Maintenance and execution of short- and long-term marketing and communications plans with a focus on unifying and aligning communications across channels (social media, web, and print). Team leadership on creative briefs, current marketing/design trends and strategies.

Management and execution of organization-wide print and e-communication projects with a focus on strategy, design, and storytelling. Collaboration cross-functionally to ensure cohesive and accurate messaging.

Creation of accurate, timely, and digestible copywriting. Content development for all marketing tools to ensure consistent voice, engagement style and brand identity organization-wide.

Vendor and media relations as needed.

**EDUCATION—**

Bachelor of Fine Arts, Photography  
Academy of Art University, San Francisco. 2010

**PORTFOLIO—**

Design samples can be found at [sarakraus.com/portfolio](http://sarakraus.com/portfolio).  
Writing samples available upon request.