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| SARAH BARKUME |

Graphic Designer/Digital Marketing Coordinator

| Work Experience |

Norgren Automation Solutions | Saline, MI | Marketing Specialist

05.2022 - Present

- Designed and created social media graphics
- Created content and posted on social media platforms
- Ran analytics and created spreadsheet to keep track of growth and interactions
- Grew social media presence and awareness
- Updated collateral (brochures, catalogs)
- Collaborated with Sales team to review and update marketing materials library
- Designed and created content for company wide emails and announcements of new and updated products
- Audited and made updates to website
- Created content and designed emails for distributors and customers

Gold Star Mortgage Financial Group | Ann Arbor, MI | Graphic Designer

09.2017 - 05.2022

- Established and implemented Branding
- Created and designed Brand Brochure
- Designed custom materials (flyers, brochures, social media graphics, trade show graphics)
- Worked with Development team to create marketing materials library through custom digital marketing store
- Used Hootsuite to schedule and post on social media platforms
- Collaborated with other departments to create marketing message and concepts
- Interacted with Loan Officers and Executive team to coordinate advertising efforts while implementing brand standards for intended audience

Lennar | Morrisville, NC | Digital Marketing Specialist

01.2017 - 09.2017

- Developed and executed tactical plans using digital media
- Responsible for increasing engagement rates on Facebook, Twitter, YouTube, Pinterest and Instagram
- Coordinated online advertising campaigns in cooperation with creative team
- Created and updated website and landing pages using SEM and SEO

G&W Advertising | Fuquay -Varina, NC | Digital Media Specialist/Project Coordinator

11.2014 - 03.2016

- Implemented client social media campaigns on various platforms
- Promoted user engagement to increase visibility across all media
- Interacted with clients in coordinating digital media efforts to match with brand standards for intended audience
- Created and maintained client websites using WordPress
- Improved SEO rankings for client websites
- Managed all agency projects through Podio project management program

| Skills |

Adobe Creative Cloud | Photoshop | Illustrator | InDesign | Lightroom | Acrobat

Social Media Platforms | Facebook | Instagram | Twitter | Pinterest | LinkedIn

Social Media Management | Google Analytics | Hootsuite | Facebook Ads Manager

Content Management Systems | Wordpress | Figma

CRM Systems | Survey Monkey | ZenDesk | Salesforce/Pardot

Microsoft Office | Word | Powerpoint | Excel | Outlook

***Additional work experience and references can be provided**

