

# Sara Grant

BRAND DESIGNER | SENIOR DIGITAL DESIGNER | ART DIRECTION & BRAND STRATEGY

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## PROFESSIONAL SUMMARY

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Brand Designer and Senior Digital Designer with extensive experience in brand development, marketing strategy, and multi-channel campaign execution. Skilled in art direction, digital and print design, and product-driven creative strategy. Proven ability to lead cross-functional design initiatives from concept through completion across digital, social, email, advertising, event, and merchandise platforms.

## PROFESSIONAL EXPERIENCE

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### Senior Digital Designer

**Slickdeals | 2023 – Present**

- Lead brand and marketing design initiatives across digital campaigns and growth product strategies
- Partner with marketing leadership to develop on-brand, high-performing creative campaigns
- Execute multi-channel design including display advertising, email campaigns, landing pages, social media, and product marketing assets
- Contribute to business development and growth initiatives through strategic design solutions

### Senior Design Manager

**Tony Robbins | 2015 – 2023**

- Directed brand and marketing design across global campaigns and live events
- Managed intake, review, assignment, QA, and workflow of all organizational design requests
- Collaborated with marketing leadership to align creative strategy with campaign objectives
- Designed event marketing materials including display ads, emails, landing pages, out-of-home, on-site materials, manuals, workbooks, infographics, apparel, and motion graphics
- Streamlined creative operations by introducing new design tools and training teams

### Freelance Brand Designer

**Self | 2006 – Present**

- Develop brand identities and visual systems for businesses and entrepreneurs
- Create email marketing campaigns, social media design systems, and advertising materials
- Design merchandise, apparel, presentations, motion graphics, and promotional assets
- Partner with clients from concept through final execution across digital and print platforms

## CORE SKILLS

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Brand Design and Development | Art Direction | Marketing Campaign Strategy | Advertising Design (Digital and Print) | Growth Product Design | Email Marketing Design | Social Media Design and Direction | Presentation Design | Event Marketing Design | Motion Graphics | Merchandise and Apparel Design | Cross-Functional Collaboration | Creative Operations Management

## SOFTWARE & PLATFORMS

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Adobe Creative Suite | Figma | Canva | Google Workspace | Microsoft Office | Marketo