

Sarah Lorraine Lough

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Portfolio: SarahLorraineLough.com

EDUCATION

Liberty University

College of Communication & Creative Art

- Bachelor of Science in Graphic Design
- Minor in Studio Art

Lynchburg, VA

2014 - 2018

WORK EXPERIENCE

Park Valley Church

Graphic Designer

Haymarket, VA

2022 - Current

- Created event branding and promotional graphics to enhance event visibility and attract attendees across four campuses.
- Designed and maintained the company website for an engaging and user-friendly online presence.
- Designed complex print materials for promotional purposes and in-service uses.

Koket

Graphic Designer

Manassas, VA

2021 - 2022

- Designed press releases to effectively communicate new product launches.
- Created social media designs to enhance brand presence and user engagement.
- Wrote blog content that promoted products, driving traffic and increasing reader engagement.

Laslie's Auto Body

Admin & Social Media Manager

Lynchburg, Va

2020 - 2021

- Managed and enhanced the company's social media presence to increase follower engagement and brand awareness.
- Designed print promotional materials to effectively market products and services.
- Redesigned the company's identity system, including business cards and letterheads, to ensure a cohesive and professional brand image.

Freelance

Graphic Designer

Remote

2018 - Current

- Provided branding services for small businesses to establish a recognizable brand identity.
- Designed menus for coffee shops, ensuring an appealing and functional layout.

SOFTWARE

Adobe

- Photoshop
- InDesign
- Illustrator
- Lightroom
- Acrobat

Microsoft

- Word
- Powerpoint
- Excel
- Outlook

Miscellaneous

- Fontographer
- Cinema 4D