



Sara Lian Pe

Graphic Designer

Portfolio: saralianpe.com

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304-575-5622

Education

Marshall University - Huntington, W.va.

BFA, Graphic Design

Minor in Marketing

Graduated: May 2015

Design Skills

Editorial Design

Identity Design

Print and Digital Graphics

Photo/Video Editing

Adobe Creative Cloud

Basic HTML/CSS

Wordpress/Web Design

Other Skills

Marketing Strategy

Email Marketing

SMS Marketing

Business to Business Marketing

SEO Analytics

Social Media Coordinating

Office Managing

Event Coordinating

Digital Photography

Basic Film Photography

Sculpture

Ceramics

Work Experience

March 2021 - Present

Jewish Voice Ministries International

Digital Marketing Specialist/Graphic Designer

Worked Remotely, Company based in Arizona

- Create graphics for digital and print
 - Magazine
 - Logos
 - YouTube and social graphics
 - Holiday Card
 - Campaign specific graphics
 - Website graphics
- Create campaign emails that send to over 200,000 donors
- Strategize marketing campaigns
- Perform regular website updates
- Create web pages such as donation forms, blog posts, etc.
- Create SMS messages as part of marketing campaign communications
- Managed social media accounts
- Photo and video editing

May 2017 - December 2022

The Register-Herald

Graphic Designer

Beckley, W.va.

- Created layout design for daily newspaper
- Designed layout for magazines (WV South, Thrive)
- Created layout for special projects (ex. Promotional materials, books, special sections)
- Created logos
- Edited Photos and Copy
- Created headlines, subheads and cut-lines for photos
- Managed website/web elements
- Trained employees
- Provided customer service when needed

May 2016 - As needed

Southern WV Inspections

Graphic Designer

Beckley, W.va.

July 2015 - May 2016

SocialButterflyMagazine.com

Graphic Designer

Pittsburgh, Pa.

May 2014 - May 2015

Marshall Recreation Center

Graphic Designer

Huntington, W.va.