

SARAH PEARLMAN VENTURA

Graphic Designer

DEDICATED · PASSIONATE · EXPERIENCED

[2022 - PRESENT] **UNITED WAY OF GREATER
ROCHESTER AND THE FINGER LAKES**

Design Manager

- Sole designer for United Way of Greater Rochester and the Finger Lakes
- Conceptualize, create and execute all brand and campaign design needs
- Help create and implement all marketing plans and strategies
- Redesign website, logos and online material

[2013 - PRESENT] **PEARLMAN GRAPHIC DESIGN**

President

- Owner of omnimedia graphic and marketing company
- Served as sole Graphic Designer for various companies including Seneca Park Zoo
- Served as sole Graphic Designer for Danielle Downey Golf Tournament
- Projects include logos, email blasts, print and online publications, event branding, company branding, websites, presentations and videos

[2015 - 2022] **SENECA PARK ZOO**

Graphic Designer

- Sole designer for Rochester's Seneca Park Zoo
- Responsible for development and execution of all graphic elements
- Create large communication documents such as newsletters and annual reports
- Create all Zoo signage
- Create merchandise to sell in ZooShop
- Develop the brand identity for the 2018 Capital Campaign



Wonderful to meet you!

I am an award-winning, professional graphic designer with over 15 years of diverse creative design, marketing, and writing experience.

PROFESSIONAL EXPERTISE IN:

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Dreamweaver
- iMovie
- Social media marketing

EDUCATION:

State of New York College at Brockport

- Bachelors Degree: Communications
- Magna cum laude graduate
- In honors program for communication/broadcasting major
- Minor in international Studies

Along with my experience, I will bring such passion for design and marketing to your creative team. Lets get started!