



Hello! 'm Sara Ryan.

CONTACT

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EDUCATION

UNIVERSITY OF TEXAS - AUSTIN
Bachelor of Science, Advertising
2018 - 2022
Overall GPA: 3.7
Deans List (2019;2020;2021;2022)

Creative Director

Spring 2022
Lead creative department of capstone course curriculum, partnered with Alienware to conceptualize the launch & promotion of an immersive digital/interactive branded property.

UTNY

Summer of 2021
Competitive program that blends the opportunities of internship and school in the heart of New York City.

Texas Creative

Art Director
2021 - 2022
Accepted into creative advertising portfolio program within Moody College.

ACTIVITIES

THE WOMEN'S NETWORK

Member
2019 - 2022
Organization that collaborates with peers in order to empower females in the working industry.

EXPERIENCE

FREELANCE ART DIRECTOR

Bandolier Media
June 2022 - present

- Collaborate with client and team to develop continuity across various mediums through the use of in-house influencers ensuring brand identity.
- Prepare and craft promotional materials to be seen on client's social media accounts.

GRAPHIC DESIGN INTERN

mindbodygreen
2021 - 2022

- Designed and prepped imagery to be used on social media, website, e-newsletters with a focus on growing e-commerce and editorial sides of company.
- Presented 200+ images (so far) edited Adobe creative suite software in order to support digital presence across various platforms.
- Aligned to brand guidelines through collaborative efforts with in-house creative and editorial department in order to complete projects according to deadline.

BRANCH MARKETING ASSOCIATE

Cain and Abel's
January 2021 - May 2021

- Managed social media accounts and developed promotional content to engage with customers.
- Developed relationship with Barstool for event partnerships, promotional and merchandise designs.
- Researched and assessed customer demographic and potential to penetrate new segmentations to yield higher revenues.

BRAND DEVELOPMENT INTERN

Edible Austin Magazine
June 2020 - May 2021

- Plan and prepare advertising and promotional material, such as monthly foody magazine advertisement layouts and designs, to drive sales within the company bringing in more potential advertising partnerships.
- Coordinates social media accounts to ensure that audience is up-to-date on events and local businesses.
- Conduct research on local companies in order to have a relevant publication for both magazine and the website that would generate a larger consumer base.

AWARDS & RECOGNITION

D&AD NEW BLOOD PORTFOLIO PICK

Awarded 2022

Selected by D&AD's panel of industry experts as a winner. My portfolio was featured at the virtual portfolio reviews at the New Blood 2022 awards.

P3 MID-SEMESTER SHOW OFF

Awarded 2022

Texas Creative's mid-semester internal review, each portfolio class selects top campaign to be showcased. My campaign Furby won!