





# SARAH WARMAN

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## BRAND & MARKETING - ACCOUNT DIRECTOR

### CONTACT

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 /Sarah-Rose-Warman

### PROFILE

I have collaborated with major brands as a marketing director and brand designer for over the last 15 years. My copywriting and photography skills have produced six figure returns through Google SEO and email marketing that continues to outperform the market standards. I have continuously run email campaigns with a 60-75% open rate and 20% click rate.

### EDUCATION

#### GRAPHIC DESIGN – PRESS OP

Harper College  
2005 - 2007

#### B-SCHOOL & COPY CURE

Marie Forleo  
2005 - 2007

### SKILLS

#### PROFESSIONAL

Project Management  
Portfolio Management

Copy Writing  
Team Leadership  
Communication  
Business Level Spanish  
Photo Retouching

### WORK EXPERIENCE

#### ACCOUNT EXECUTIVE

500 Degrees | August 2022 – Current

In my account executive role, I lead a group of designers, production artists and press production managers through market tests for major QSR brands. I communicate our progress with the clients daily. My greatest contribution has been to the recent redevelopment of the 'Whopper' brand for Burger King that will hit all national restaurants in April 2023.

#### ONLINE MARKETING DIRECTOR

The Bear Champ Inc | 2020 - Current

The Bear Champ Inc. is an art and design studio created by JC Rivera. Rivera collaborates with big brands and local businesses to design advertising, merchandise, and murals. I designed a branded website that earned over six figures within a year of its launch. My role is to design and manage the site, photograph, and manage inventory, write all online copy, create email campaigns, edit videos and more.

#### BRAND DIRECTOR & WEB DESIGNER

Wix Partner Program | 2015 - 2023

WIX is a web development and business management platform that partners with creative agencies to provide a one stop solution for online business. WIX provides its users with designers to create an elevated experience on the platform. WIX supports its design partners while providing business leads. I have been able to design websites, logos, manage marketing, inventory and much more for over 25 businesses with WIX.

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## MARKETING - CREATIVE ACCOUNT DIRECTOR

### SKILLS

#### TECHNICAL

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Microsoft Office Suite  
Google Ad Words – SEO  
UX Design

### EXTRA

#### SUMMIT MEDIA 2015

I designed billboards featured on the sunset strip for companies like YouTube, Beats Headphones and Netflix.

#### NEW HOME STAR 2013

I was a part of a small real estate start-up. Here I developed marketing that helped create a company that now revenues over \$1.5 Billion every year.

### INTERESTS

Reading & Audible  
French Bulldogs  
Health & Fitness  
Nasa / Space-X  
Home Cooking

### NOTEABLE FREELANCE EXPERIENCE

#### JJ RENDON & ASSOCIATES

Miami, FL | 2020 - 2023

I work directly with JJ Rendon, one of the top ten global political consultants, to research and design presentations for his many ventures. Most notably, I developed an environmental project that was used in the 2020 presidential campaign in the United States. I developed branding and websites to present the research with clients in live discussions.

#### GRANT PARK CONSERVATORY

Chicago, IL | 2012 - 2019

My role in GPC is one I am most proud of because of how many people it has allowed me to contribute to. I am a direct part of developing creative experiences in the downtown area including events with the Loop Alliance. We greatly increased the utility and walkability in the Loop. Two highlights in this position are the commission of a sculpture to support the United Nations for a Free Tibet and advising the City Council on the current state of the public experience with the Christopher Columbus Statue. I designed the website alongside social media content.

### REFERENCES

#### RYAN MULKA

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500 Degrees  
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#### JC RIVERA

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#### FREDRICK ANYANWU

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CSIS - Mentor  
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#### PAUL KULON

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