

Sara Peterson

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Objective

To design and develop interactive marketing and advertising materials for businesses and organizations in order to build brand identity and help achieve marketing goals.

Experience

Clients:	Freelance Web Designer	Interactive Design	March 2009- Present
Café Mom Pastry Girl Dash Printing Home Décor Products	<ul style="list-style-type: none">o Maintain relationships with 3 small entrepreneurial companies, helping each of them achieve their marketing goals and build brand identity, acting as their sole marketing consultanto Developed a new website design concept for Alsace Wines, including blog and community features		
Hershey's: Allchocolate, Kisses, Ice Breakers, Reese's, Scharffen Berger	Café Mom	Freelance Web Designer	June 2009 – August 2009
	<ul style="list-style-type: none">o Designed and produced flash co-branded advertisements for Café Mom and it's sponsors, including Quaker, Playskool, Scott Naturals, Pantene, Bioré, McDonalds and Targeto Aided in redesigning the My Groups and blog sections of the Café Mom websiteo Researched and identified photography and illustration styles for the Café Mom brand identity		
Johnson & Johnson Clinique Royal Caribbean Welch Foods	Home Décor Products, Inc.	Internet Marketing Consultant	November 2008 – March 2009
	<ul style="list-style-type: none">o Redesigned the homepage of the largest retail website owned by Home Décor, improving the page aesthetically while also strengthening the page's search engine optimizationo Developed templates for email marketing program, as well as designed and coded weekly email campaignso Designed promotional marketing graphics for website		
Fidelity Investments GlaxoSmithKline: Oxy, Tums, Nicorette, NicodermCQ Guinness Procter & Gamble: Bounty Hasbro Dunlop	Arnold Worldwide	Digital Designer	2001-2008
	<ul style="list-style-type: none">o Designed and built websites for brands such as Laurel Student Loans, Hershey and Johnson & Johnsono Formulated integrated strategies and interactive advertising campaigns to fulfill client's goals and build brands such as Tyson, Hershey, Clinique, Royal Caribbean and Fidelity Investmentso Developed digital ideas for new business pitches for HEAD Tennis, Nobel Biocare, Edition Hotels		
American Legacy Foundation: Truth (anti-smoking) Bermuda Tourism Pergo	Jordan McGrath Case & Partners	Jr. Producer	09/99-03/01
	<ul style="list-style-type: none">o Maintained key client relationships while working to design and produce updates to brand websiteso Coordinated third parties involved in advertising process, ensuring accurate delivery and reportingo Monitored performance of advertisements and brainstormed ways to obtain maximum results		
	IBM Corporation	Intern	Summers 1998, 1999
	<ul style="list-style-type: none">o Designed and maintained divisional intraneto Updated intranet with essential documentation used for daily and emergency procedures		

Education

Binghamton University	Binghamton, NY 1995-1999
Bachelor of Arts, Psychology School of Management adjunct, Marketing	
Honors: Psi Chi National Honor Society, Golden Key National Honor Society, Phi Eta Sigma National Honor Society, American Marketing Association	

Skills

HTML, CSS, JavaScript, Dreamweaver, Flash, Adobe Illustrator, Photoshop, Fireworks