

SARAH GAMACHE DUNPHY

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EXPERIENCE

PRINCIPAL DESIGNER

Stationery Movement, April 2015 - Present

Independently provides a diverse range of design services spanning brand identity, web design, digital marketing, social media marketing, photography, and virtual assistance. Identified and evaluated opportunities for optimizing business workflows, leading to the creation of innovative methods that heightened client satisfaction and business efficiency. Specialized in creating custom wedding invitations and managing day-of details with meticulous attention from inception to distribution. Applied expertise in design, typography, illustration, and printing to consistently produce high-quality deliverables.

MARKETING STRATEGIST

Two Oceans Digital, October 2014 - April 2015

Consult, strategize, manage and facilitate website developments and digital marketing efforts for both new and preexisting clients from concept to completion. Operating on both a strategic and tactical level, ensuring client satisfaction and effective user experience; initiating and identifying optimization opportunities, and keeping abreast of industry trends and developments.

MARKETING MANAGER

Portland Pie Company, May 2011 - April 2014

Independently managed and implemented the marketing efforts for a multi location restaurant brand with responsibilities including menu, web and media design, promotional advertising, special events, direct and mobile marketing, social media engagement, sales building, partnerships and sponsorship management, staff training, software management and strategic planning and analyzing.

GRAPHIC DESIGNER

It'll Be Pizza, May 2011 - April 2014

Conceptualized and created point of sale to optimize brand awareness for a regional pizza dough manufacturer using graphic design, photography, photo editing, retouching and proofing. Design responsibilities include product packaging, sell sheets, branding materials, brochures, special events marketing materials, and custom account requests.

EDITORIAL LAYOUT DESIGNER

Current Publishing, November 2010 - May 2011

Designed and assembled over 10 weekly newspapers and niche magazines based upon available space, knowledge of layout principles and aesthetic design concepts. With responsibilities including page layout and design, photo editing and retouching.

GRAPHIC DESIGNER

Commercial Distributing Co., February 2010 - November 2010

Produced and designed full price and sale store signage, print pieces and marketing materials for over 500 regional accounts. Responsible for pre-press and post-press production, large format printing, finishing, printer maintenance and upkeep of the brand database.

EDUCATION

BACHELOR OF SCIENCE

Lasell University, Auburndale, MA., May 2008
Graphic Design, Communications Minor

COMPETENCIES

ADOBE CREATIVE CLOUD

InDesign, Illustrator, Photoshop, Lightroom, Express

MICROSOFT OFFICE

Word, Excel, Powerpoint, Publisher

WEB CONTENT MANAGEMENT

Wordpress, SquareSpace, Wix, Shopify

EMAIL MARKETING

Constant Contact, Mail Chimp, iContact, FloDesk

BUSINESS MANAGEMENT

Monday, Dubsado, Honeybook, Tave, Trello, Upwork

SOCIAL MEDIA MARKETING

Later, Sendible, Sprout Social, Canva, Facebook, Instagram, Pinterest, Google Business, LinkedIn

LOCAL SEARCH MARKETING

Google Business, Bing Business, Moz Local, Localeze, Open Table, Foursquare

SEARCH ENGINE MARKETING

Search, Display, Remarketing, Product Listing Google Adwords, Bing Ads, Facebook Advertising

PHOTOGRAPHY

Canon 5D Mark II, 24-70mm & 50mm Lenses Retouching, Editing, Culling, Virtual Staging, Shootproof, Zenfolio

REFERENCES

Joe O'Neil, (207) 252-4755
Karrie Porter Bond, (615) 517-7855
Mike Jerome, (207) 400-0987