

SARA P B DUBOIS

Art Director / Designer

sarapbdubois.com / pb.sara@gmail.com / 617-999-8702

A thoughtful creative.

I love to be creative; I also love the order and consistency it takes to be effective.

The Center for Effective Philanthropy (CEP) 2013-present Art Director

- › Responsible for design, development and management of all aspects of CEP branding
- › Create, develop and oversee the implementation all visual aspects of 400+ person biannual conferences for top foundation executives including theme/logo, responsive website, and program book
- › Manage and mentor two designers
- › Handle all brand-related activities for YouthTruth, an educational partner organization
- › Manage all vendor relationships including a web designer, web developer, printers, illustrators, app developers, videographers, photographers and a PowerPoint designer
- › Design and develop all themes and materials related to internal and external CEP corporate events
- › Decision maker for all other visual aspects of CEP including interior design and organizational layout, CEO presentations, etc.

New England School of Acupuncture 2010-2013 Marketing Design Specialist

- › Designed all admissions and promotional materials for the school
- › Created brand guidelines for multiple departments like Continuing Education, NESAs Alumni Association and the NESAs Library
- › Created branding and promotional materials for multiple events, including graduations, all seminars and vendor events
- › Designed the largest advertising campaign to date including multiple MBTA ads
- › Created all branded bookstore materials - sweatshirts, t-shirts, bumper stickers, etc.
- › Managed the budget for event collaterals and newspaper ads

Kanguru Solutions 2007-2009 Marketing Coordinator

- › Designed tradeshow collateral, packaging, website graphics, and promotional materials
- › Managed international packaging vendors
- › Monitored and advised reseller websites selling Kanguru products

V. Nelson Associates 2005-2007 Interactive Production Assistant

- › Created graphics and layout for Coca-Cola interactive training programs
- › Designed Coca-Cola management seminar materials
- › Abided by all Coca-Cola and The Coca-Cola Company brand guidelines

Independent Design Consultant 2008-present

Provide branding and marketing services including logo design, event design, promotional materials and marketing strategy

- › Charles River Museum of Industry & Innovation - Marketing Advisor
- › Colorado Shakespeare Festival
- › Waltham Food, Wine & Craft Beer Festival - Marketing Chair
- › Five Points Acupuncture
- › University of Colorado, College of Music
- › Museum of Natural History at the University of Colorado

Technical/Creative Skills

- › Adobe Creative Cloud Suite
- › Photography
- › HTML/CSS
- › Letterpress
- › Hubspot
- › Large-format printing
- › WordPress
- › Wacom tablet
- › Google Analytics
- › Watercolor

Education

- › BS from James Madison's School of Media Arts & Design
- › Graduate of Boston University's Center for Digital Imaging Arts

Extras

- › A hopeful baker
- › A frequent laugher
- › A "wannabe" trail runner
- › A hopeless gardener
- › A sometimes great blogger