



SARAH RHEIN

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Portfolio: srheindesign.com

EDUCATION

2008 - 2012

Northern Illinois University

B.F.A. in Visual Communication (Graphic Design)

CERTIFICATIONS

Issued Feb 2022

Certified Scrum Master

Scrum Alliance

DESIGN EXPERIENCE

May 2022 - Current

July 2021 - May 2022

Affinitiv | Corporate Marketing Team

Art Director (B2B)

Corporate Visual / Web Designer (B2B)

Lead company in rebranding efforts across all marketing channels. Provide art direction across departments to ensure brand continuity. Serve as the sole brand designer in the Corporate Marketing Department. Develop creative to increase brand awareness and conversions through multi-channel paid media campaigns.

July 2017 - July 2021

Affinitiv | Design Team

Senior Graphic Designer (B2B + B2C)

Lead designer for development of Affinitiv marketing materials.

Provide art direction and mentor the junior designers.

Design creative for automotive clients according to OEM brand standards.

Dec 2013 - July 2017

Dealer Product Services | Design Team

Graphic Designer (B2B + B2C)

Creation of digital and print advertisements for automotive dealerships, as well as national OEM campaigns. Designed internal marketing materials for the DPS brand.

June 2013 - Dec 2013

Dealer Product Services | Managed Services

Digital Marketing Consultant (B2C)

Managed email marketing accounts for 40+ automotive dealerships.

Worked with clients to create custom ad plans, designed and

deployed their ad campaigns, and provided campaign reporting.

SKILLS

Art Direction
Brand Identity
Print & Web Design
HTML Editing
Email Marketing
Project Management

SOFTWARE

MAC + PC Platforms
Adobe Creative Suite 2022
Microsoft Office 365
Figma
Hubspot
Jira