




Sarah Wegerif

CREATIVE DIRECTOR

PROFESSIONAL PROFILE

8+ years of experience in digital and print media, with excellence in creative strategy, management, vision, communication, custom designs and continual process improvement.

 (727) 247-2130

 sarahwegerif@gmail.com

 Merritt Island, FL

 [linkedin.com/in/sarahwegerif](https://www.linkedin.com/in/sarahwegerif)

Education

BACHELOR OF ARTS // MASS COMMUNICATIONS - PUBLIC RELATIONS

University of South Florida,
Tampa | 2008 - 2012

Expertise

- Project management
- Meticulous attention to detail
- Excellent communication skills
- Continuous process improvement
- Web development QA
- Technical website analysis
- Offshore development management

PROFESSIONAL WORK EXPERIENCE

CREATIVE DIRECTOR

ApricotLaw | Remote | 2018 - Present

- Oversee the maintenance and regular upgrades/updates of 45+ websites.
- Ensure that web design and development work in tandem with our SEO efforts (UX, semantic page structure, schema)
- Planned, facilitated and executed move to ClickUp and Slack for improved project management.
- Moved our design and content strategy to the StoryBrand Framework to improve leads flow and reduce bounce rate.
- Anticipate changes necessary to keep up with Google's constant algorithm updates. (Site Speed, UX)
- Sourced and manage a scalable team of 7 offshore developers.
- Facilitate collaboration between the design, development and content teams to ensure quality, profitability, and client satisfaction on all projects.
- Lead the re-brand and re-design of our company's website.
- Spearheaded the wireframing, site structure, design and development of sister company LinkPower.io.
- Work with clients to offer design strategies and upgrades for their goals and budget while maintaining profit margin.
- Assist direct reports with career development via weekly workshops and advocate for their growth in the company.

FRONTEND WEB DEVELOPER

ApricotLaw | July 2017 - March 2018

- Develop, design and maintain client websites on WordPress..
- Moved sales strategy to offering free websites to all clients that sign an SEO contract to custom designed and developed sites for \$12,000. Promoted to Creative Director.

Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe Lightroom
- HTML
- CSS
- JavaScript
- PHP
- Wordpress
- WooCommerce
- Shopify
- Squarespace
- SEO
- Social Media
- Photography

Interests

- Reading
- Fashion
- Beauty/Skincare
- Fishing
- Yoga
- Decorating

Get In Touch



sarahwegerif



Sarah Wegerif

WORK EXPERIENCE *CONTINUED*

WEB DEVELOPER & GRAPHIC DESIGNER

Freelance | 2014 – 2017

- SWIM MIAMI – Created a timeline of events and event invites for attendees of the 2017 SWIM MIAMI Swim Week Fashion Shows.
- Pernod Ricard – Created digital advertisement that was used internally and several poster sized print advertisements that appeared in international airport terminals in the duty-free shops.
- The Glenlivet – Created a digital advertisement for their Christmas gift sets.
- Eden Skye Artistry – Designed her branding and custom website and coded it from scratch.
- Taylor Alexandria – Designed print materials for a marketing booth that appeared at SWIM MIAMI's Swim Week.
- Misc wedding invites, save the dates, menus, programs, shower invites, and birthday invites for individuals.

SOCIAL MEDIA MARKETING MANAGER

Maven Womenswear & Menswear | Lafayette, LA | 2014 – 2015

Maven is a fashion brand based in Louisiana. Took all product photography, designed all graphic materials, managed their Shopify online store, implemented payments via Instagram and doubled their Instagram following in less than a year.

WEB DESIGNER & DEVELOPER

Small Business Success Inc. | Tampa | 2013 – 2014

SBS Inc. was a company that provided its clients with a one-stop shop for setting up a small business online. Responsible for building WordPress eCommerce sites, setting up social media and coaching clients on how to use these platforms to run a successful online business

SALES ASSOCIATE

Tory Burch | Tampa | 2011 - 2013

REFERENCES



DANISH KHAN

danish.mkh@gmail.com



CALEB VAN DYKE

caleb@calebvandyke.com