

# SARAH MARIA FULLER

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## SUMMARY

Associate Creative Director with ten years of experience in interactive design and creative direction. Thrives in collaborative work environments. Successfully oversees multiple projects and teams simultaneously while maintaining an eye for detail. Excellent listening, writing, planning and relationship building skills. Loves a good laugh in the midst of chaos.

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## EXPERIENCE

### **GENUINE | Boston, MA and San Francisco, CA**

*Associate Creative Director: June 2016 – November 2018*

*Senior Art Director: September 2014 – May 2016*

- Lead concept and design development for a diverse group of clients including Zinus, Oxfam, TiVo, Amopé, Kripalu Center for Yoga and Health, and Wellness Natural Pet Food
- Collaborate across strategy, UX, copy, video and dev teams to execute multi-channel campaigns
- Lead a team of designers, providing creative feedback, career mentorship and annual performance reviews
- Concepting, storyboarding, directing and editing oversight of video creative
- Work closely with client teams: presenting creative, implementing feedback and collaborating to reach the optimal solution
- Develop work across web, print, video, photography, social and experiential spaces

### **MMB | Boston, MA**

*Senior Interactive Art Director: April 2013 – September 2014*

*Interactive Art Director: August 2011 – March 2013*

*Junior Interactive Designer: June 2010 – July 2011*

- Balanced multiple clients and a high volume of projects in a fast-paced environment, including Boston Children's Hospital, Carrabba's, Foster Grant, Gulf States Toyota, Ken's Foods and Subway Restaurants
- Design of websites, microsites and mobile apps
- Concept, strategy and design for social, OLA and email campaigns
- Oversight of designers and production artists

### **MRM Interactive | Minneapolis, MN**

*Associate Designer: September 2008 – March 2010*

- Design of OLA campaigns, email campaigns, and landing pages for clients including Betty Crocker, Big G Cereals, Chex Gold Medal Flour, Nature Valley, H&R Block, Purina
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## SOFTWARE

Photoshop, Illustrator, InDesign

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## EDUCATION

University of Minnesota Duluth | **BFA, Graphic Design** | 2003 – 2007