





# SARAH TORRENCE

DESIGN . MARKETING . BRANDING .

## CONTACT

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 sarah torrence

## PROFILE

Originally a graphic designer and marketing director. I took a career sabbatical to raise my children. See page two for work experience during this time. I'm now shifting my focus back to my career through freelance work. My skill set has evolved over the years to include experience in small business management, brand management, and overall creative strategies for business.

## EDUCATION

VA TECH UNIVERSITY  
2003-2005  
Bachelor of Fine Arts degree  
in Graphic Design. Minor in  
Marketing

ELON UNIVERSITY  
2000-2002  
Business Marketing

## WORK EXPERIENCE

DIRECTOR OF DESIGN AND MARKETING  
MOORE & GILES, INC. 2007 - 2009

Hired to create an in-house branding, marketing, and design department that had been previously contracted out to external agencies. Oversaw branding for four divisions of the company: residential, hospitality, bags, and aviation. Worked directly with sales reps, bag designers, and trade show sales to create consistency for the brand. Responsibilities included:

- overall branding (for web, print, and advertising)
- product photography
- ad purchasing and design
- trade show design, set up, and sales
- website re-design
- new hires and interns in marketing department

GRAPHIC DESIGNER & EDITOR  
PROTOTYPE ADVERTISING 2006 - 2007

Print design and photography for clients across the Lynchburg area including Centra Health. Promoted to editor-in-chief and senior graphic designer for the Lynchburg Living bi-monthly magazine. Responsibilities for magazine included:

- content strategy
- content development
- editing
- managing writers
- layout design
- advertising design

PHOTOGRAPHY ASSISTANT & GRAPHIC DESIGNER  
AREVA 2003 - 2006

Paid intern/assistant for the Areva's North America photographer. Responsibilities included:

- designing projects for internal communications
- designing a graphic charter (within Areva charter) for a new division
- print and production of marketing materials
- brand management material distributions
- assisting with event promotion and planning
- overall update and management of Areva's entire image archives & database
- image preparation and enhancement for photo database

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## SKILLS

### TECHNICAL

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Basic Wordpress Admin  
Microsoft & G Suite

### PROFESSIONAL

Brand management  
Graphic design  
Design strategy  
Layout & print design  
Project Management  
Photo Editing  
Photography  
Art direction  
Event planning  
Writing

### PERSONAL

Attention to detail  
Effective communication  
with colleagues & clients  
Leadership  
Perceptive of client needs  
Strategic thinking  
Working collaboratively  
Working independently

## WORK EXPERIENCE CONTINUED

### EXPERIENCE DURING CAREER SABBATICAL

2009 - PRESENT

Over the last 10 years, I have continued to work in various forms to maintain and increase my skill set:

- **FOUNDER: FIVEOEIGHT CO.** ([www.fiveoeight.com](http://www.fiveoeight.com))  
2009 - PRESENT

During my time at home, I started a small business designing home decor products and refinishing furniture with my husband. We have been selling on Etsy since 2010 and ship all over the US, oversees, and wholesale in Australia. Our company and products have been featured on platforms such as: Design Sponge (5 times), NBC's The Today Show, and Lynchburg's News & Advance.

During this time, I strengthened my small businesses skills in new product design, order fulfillment, inventory, and retail and wholesale options for our products. I also created all of the logo, packaging and website designs for our shop.

- **FREELANCE GRAPHIC DESIGN**

I have created numerous design projects such as print design, logo design, wedding stationary design, and photography. Some clients include: The United States Air Force Academy, Meanwhile Back On The Farm, Carrier Logic and The Good Story.

- **DAILY BREAD: VOLUNTEER**  
2018 - PRESENT

Over the last year and a half, I have worked weekly at the Lynchburg Daily Bread soup kitchen. I assist each week in their outreach program preparing grocery bags of food and hot meals for various sites around Lynchburg.

## REFERENCES

**SACKETT WOOD**  
PRESIDENT, MOORE & GILES INC.  
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E: [sackett@mooreandgiles.com](mailto:sackett@mooreandgiles.com)

**HEATHER HARRIS**  
OWNER/DESIGNER  
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