

# sarah teichert creative

585.298.8855 | sarahteichert.com | sarahteichertfreelance@gmail.com

## SUMMARY

A versatile strategic thinker with over 19 years of experience in a range of creative industries, I am able to offer a variety of skills as a part or full-time freelance creative director.

## EXPERIENCE

- 2016 - present **Freelance Creative Director**  
Self-employed
- Working in both lead and supportive roles for agencies including MRM//McCann, FCB Cure, CDM Princeton, Entree Health, Evoke Philadelphia, HCB Health Austin, Brick City Greenhouse, MCG Strategic, Xavier Creative
  - Supporting small businesses with identity, web and print design
- 2015 - 2016 **VP, Art Group Supervisor**  
H4B Catapult, Hamilton, NJ
- Art lead on two global launches (oncology and autoimmune disease), supervising a team of 4-5 art directors
  - Responsible for the creation and evolution of both the brand identities, and global and US launch campaigns involving multi-agency collaboration as well as diplomatic negotiation with both US and global clients
  - Lead strategic role in selling in new business as well as tactical/brand planning exercises with the client
  - Consistently developed winning creative for both consumer and professional RFPs
- 2013 - 2015 **Art Supervisor**  
Cline, Davis & Mann, Princeton, NJ
- Developed and managed award-winning creative for multiple international brands with a focus on digital solutions
  - Directed complex photo and video shoots including selecting talent, photographers and illustrators, and overseeing the post-production
  - Supervised up to 3 art directors, and worked as an essential team member on two launches and numerous pitches
- 2010 - 2013 **Senior Art Director**  
Cline, Davis & Mann, Princeton, NJ
- Designed strategic print and digital creative for a brand portfolio, developing unique identities for each brand, while maintaining consistency across the family of brands
  - Worked as the lead AD for the launch of a global Women's Health brand, developing creative from concept through shoot to final art, designed global brand guidelines, created a complex visual library of resources for global use
  - Spearheaded internal initiatives such as SpeakEasy, a public speaking course in the style of Toastmasters; and the Culture Book, a self-promotional piece for CDMP
- 2007 - 2010 **Art Director**  
Mirror Show Management, Rochester, NY
- Partnered cross-functionally to plan, design and manage 2D, 3D and interactive design and production, requiring coordination with multiple suppliers and partner teams across the US and internationally
- 2004 - 2007 **Senior Graphic Designer**  
Mirror Show Management, Rochester, NY
- Translated business requirements into effective graphic messaging and branding for corporate spaces across a broad range of applications, including tradeshow environments, brand "experience centers", show rooms, and mobile pop-up environments
- 2003 - 2004 **Senior Graphic Designer**  
Editoriale MOD0, Milan, Italy
- Developed thematic cover design and pagination as the sole designer for an international design magazine, while updating the company website with release of each issue

sarah teichert

cont'd

585.298.8855 | sarahteichert.com | sarahteichertfreelance@gmail.com

## EDUCATION

2003 **Master's Degree, Visual Design** (High Honors)  
Scuola Politecnica di Design, Milan, Italy

1999 **Bachelor's Degree, Fine Arts** (Summa Cum Laude)  
University of Buffalo, New York

## SKILLS

**Platforms** Windows / Mac

**Programs** Adobe Creative Suite (proficiency in the Design Standard collection), 3D Studio Max, Sketch

**Professional** Creative direction and management, concept development, branding and identity design, digital channel marketing, interactive design and production, environmental design, 3D design, creative content strategy, social engagement, new technology application

## RECOGNITION

2017 **Cannes Lions: Shortlisted in Pharma Unbranded Communications**  
SYNAGIS® Consumer Campaign "Protect Little Lungs"

2017 **MM&M: Shortlisted in two categories: Use of Social Media and Multichannel Campaign**  
SYNAGIS® Consumer Campaign "Protect Little Lungs"

2017 **Med Ad News Awards: Finalist for Best Unbranded Campaign**  
SYNAGIS® Consumer Campaign "Protect Little Lungs"

2014 **The NJ Advertising Club: Gold Award**  
SYNAGIS Cradle with Care Welcome Kit

2013 **MM&M: Gold Award for best Multi Channel Marketing**  
SYNAGIS Cradle with Care

2010 **Design Distinction Award in I.D. Magazine's Annual Design Review**  
Kodak's Interactive Exhibit ("Pipeline of Information") at PRINT09

## REFERENCES

I had the pleasure of working with Sarah recently on some pharmaceutical marketing objectives. Sarah possesses a keen ability to track the many details through the process; she makes substantial and important suggestions; she maintains a consistent attention to workflow throughout the day - all resulting in great marketing images. Her bright outlook also makes her a fun person to have on set.

*Paul Pugliese, Owner / Paul Pugliese Photography*

Sarah is the ideal Creative partner. She is clear and concise in her ideas. She knows what works, what doesn't. She also has the ability to see new opportunities as they arise. All the while maintaining a pleasant, fun AND professional demeanor.

*Donna Belej, Partner / Producer at Allswell Productions*

Sarah's attention to detail is matched by her clear direction through the entire creative process. Her experience and engaging personality motivates any design team, while remaining focused on the project objectives and deadlines. Sarah has been a true pleasure to know and work with over the years, and I would highly recommend her under any circumstances.

*David Linderman, Design Partner / Core Design Group*