

TARA SANDERS

GRAPHIC DESIGNER



I am a formally trained graphic designer with 15 years of experience hoping to add my positive energy and expertise to a great team.

Attention to detail is my greatest strength, but 20 years of cumulative work experience has taught me the importance of good organization and communication.

EXPERIENCE

Primus Cable (August 2022-March 2023)

CREATIVE DIRECTOR/WEB DEVELOPER

Contact: Marichu Ordonez (951) 824-1571

- Increased number of new visitors by 10% and conversion rates by 15% using SEO strategies
- Created content and graphics for the website
- Managed social media campaign
- Analyzed website metrics
- Created technical data sheets
- Designed and disseminated marketing emails

Diversified Hospitality Solutions (2019-2021)

GRAPHIC DESIGNER

Contact: Stacey Iannessa (619) 312-0003

- Created content, styles, and functionality for site
- Produced digital mock-ups for potential clients
- Photographed products and edited images
- Packaging design
- Created product pages for our catalog

My Community Guide Magazine (2011-2019)

GRAPHIC DESIGNER

Contact: Bassam Mustafa (760) 805-6351

- Designed ads for 4-color process printing
- Organized the digital layout of the magazine
- Prepared files for print
- Proofed the final pdfs for preflight errors

All-In-One Manufacturing (2007-2011)

JUNIOR GRAPHIC DESIGNER

(858) 695-0427

- Designed trade show banners
- Photographed products and edited images
- Prepared files for printing on promotional items
- Created branding mock-ups for prospective clients
- Assisted with our annual product catalog

SKILLS

- Adobe Creative Suite and Figma
- Microsoft Office and Google Workspace
- HTML, CSS, and JavaScript
- Shopify and WordPress
- Google Analytics and SEMRush

EDUCATION

CSU San Bernardino

BACHELOR OF ARTS

Graphic Design and Marketing

(909) 537-5000 • csusb.edu

American Military University

UNDERGRADUATE CERTIFICATE

Web 2.0: Web Development, Web Analytics, Social Media Marketing, UX/UI Design

(877) 755-2787 • apus.edu

REFERENCES

Nathaniel Delgado-Martinez, Colleague
(949) 335-2555

Jennifer Loveridge, Client
(714) 595-2925

Amanda Butterworth, Colleague
(508) 344-0648

Basia Gregor, Colleague
(808) 439-5557

 760.755.0280

 gleason.tara@gmail.com

 TaraSandersWeb.com