

# SARA TOMKO

CREATIVE ART DIRECTOR

## CONTACT

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## EDUCATION

### Bachelor of Science | 2001

Corporate Communications  
with focus on Graphic Design  
University of Baltimore

## TECHNICAL

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
After Effects  
Google Workspace  
Microsoft Office Suite

## EXPERTISE

Branding & Creative Design  
Leadership & Development  
Social Media Platforms  
Print & Interactive Layout  
Logo & Identity Systems  
Package Design  
Environmental Design  
Client Presentations  
Print Production  
Press Inspections  
Video & Photoshoot Production

## PROFESSIONAL PROFILE

Award-winning and innovative leader with 15 years of experience delivering creative strategy and expertise within a variety of industries. Specializes in professional branding, multi-channel digital design, website development, print and digital advertising, marketing campaigns, video productions and interactive layout. Adept at producing visually appealing content that is in alignment with client vision and goals. Passionate about leading impactful creative teams to deliver high-quality designs.

## PROFESSIONAL EXPERIENCE

### IMRE

#### Associate Creative Director | Mar 2019 – Present

*Employed as Senior Art Director before promotion to Associate Creative Director within the growing marketing and advertising agency that works with high growth brands worldwide*

- Develop interactive solutions, branding strategies, website and marketing materials for a variety of clients, including AstraZeneca, Pfizer and NASCAR; serve as creative lead for NewBiz pitches
- Lead a high-performing creative team of five direct reports to exceed productivity and quality standards and goals; oversee roughly five additional team members per client project
- Produce creative social content for quarterly calendars of paid advertising with budgets of \$1M+ in media spend across Facebook, Instagram, TikTok, YouTube and Twitter channels
- Design and lead creative healthcare projects regarding launch brands, loss of exclusivity, HCP and over-the-counter brands for respiratory, beauty and wellness, oncology and sexual health
- Create digital extensions of consumer and healthcare client media plans via CRM, websites, display and social; collaborate with patients and pro-athletes to lead video production for content growth
- Continuously optimize departmental workflow, efficiency, productivity and quality; collaborated with UX team to grow and develop processes to expand offerings to include all digital capacities
- Spearheaded creative design for pharma launch encompassed of four programs, seven campaigns and four websites in one year; led first TikTok campaign with CTR exceeding category benchmarks

### NORTH CHARLES STREET DESIGN ORGANIZATION

#### Design Director | Aug 2006 – Mar 2014 & Jan 2017 – Mar 2019

*Led creative design for the brand development agency specializing higher education clients*

- Developed branding and marketing concepts from ideation through final concept for collegiate and independent schools nationwide; designed and managed digital/CRM search campaigns
- Collaborated with clients to develop strategies, timelines, budgets and objections; partnered with reputable clients, including Princeton University, Barnard College and Sarah Lawrence College
- Designed a suite of print materials after extensive client discovery phase and negotiated costs; oversaw completion of artwork, supervised photoshoots and reviewed sketches from illustrators
- Directed photoshoots, sourced photographers and completed all creative work post shoot
- Recipient of 18+ awards, including numerous Higher Education Marketing Report annual awards

### EXIT10 ADVERTISING

#### Senior Designer | Mar 2014 – Jan 2017

*Spearheaded design for the small marketing and advertising firm in Baltimore, MD*

- Led print and digital projects for clients within a variety of industries, including retail, technology, health-care, sports marketing, real estate, transportation and consumer products
- Partnered with reputable clients, including Alere, American Portfolios, Baltimore Museum of Art, Bozzuto, HampdenFest and Lost Ark Distillery to complete small advertising projects up to \$300k
- Successfully penetrated the packaging design and festival marketing industries for the firm
- Awarded several merit, silver and gold awards, including Interactive Annual Report at ARC Awards