

# SARAH ARNOLD

Creative Services Designer | Photography & Visual Media

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## PROFESSIONAL PROFILE

I am a creative and detail oriented graphic design graduate with a strong foundation in branding, visual communication, marketing and photography. I am experienced in creating clean, purposeful designs using Adobe Illustrator, Photoshop, and InDesign, making me eager to contribute creative ideas, learn from industry professionals, and grow in a collaborative design environment.

## TECHNICAL SKILLS

Photo Retouching | Brand Identity | Digital Photography | Layout Design | Typography | Color Theory | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Figma | WordPress | Marketing | Product Mockup

## SOFT SKILLS

Creative Thinking | Time Management | Team Collaboration | Problem Solving | Feedback Receptive | Organization Skills | Adaptability Skills | Self Motivated | Multitasking | Willingness to Learn | Reliability

## ACADEMIC HISTORY

**Associates in Science | Graphic Design** 2024 - 2026  
Polk State College  
Lakeland, Florida

**High School Diploma** 2020 - 2024  
Lake Gibson High School  
Lakeland, Florida

## WORK HISTORY

**Design and Marketing Specialist** May 2026 - Present  
Semi Sweet Designs  
Seffner, Florida

Developed branded marketing materials, social media graphics, and promotional content to support product launches and increase customer engagement

Designed custom merchandise including keychains, apparel, stickers, and packaging while maintaining cohesive brand identity across platforms

Created realistic product mockups, advertisements, and visual assets for e-commerce listings, social media campaigns, and digital promotions

Managed and scheduled social media content across multiple platforms, helping improve audience reach and brand visibility

Analyzed customer engagement to help optimize marketing content, improve campaign performance, and develop targeted email campaigns tailored to specific audiences.

Supported website and online store updates by uploading product images, writing product descriptions, and maintaining visually consistent listings

# WORK HISTORY CONTINUED

## Graphic Design Intern

February 2026 - May 2026

Semi Sweet Designs  
Seffner, Florida

Prepared production ready laser-cut files with accurate cut lines, bleed settings, and organized layer structures to ensure efficient manufacturing workflows

Collaborated with team members to refine merchandise designs based on creative feedback, branding goals, and production requirements

Designed custom keychains, apparel, stickers, and small format merchandise while maintaining brand consistency and visual appeal

Created high quality digital product mockups and shop images

Assisted with designs and product development concepts for new merchandise collections and seasonal releases

## Online Grocery Associate

November 2024 - February 2026

Walmart  
Lakeland, Florida

Picked, packed, and prepared online customer orders accurately and efficiently in a fast-paced environment

Ensured product quality and freshness while selecting groceries and merchandise for customers

Communicated with team members to prioritize orders and meet time sensitive fulfillment goals

Adapted quickly to changing workloads, high volume days, and customer needs

# INDUSTRY CERTIFICATES

## Polk State College

Certificate of Graphic Design

2026

Certificate of Digital Media

2026

## Certiport

Adobe Photoshop

2023

ESB Entrepreneurship and Small Business

2023

Microsoft Office Specialist

2021