

SARAH PYE

www.sarahpye.com

ABOUT ME

I am a creative professional with more than fifteen years' work experience in graphic design, writing and editing. After completing my undergraduate and graduate degrees, I spent five years as a graphic designer, writer and editor in an in-house marketing department, and I now work freelance in these fields.

EDUCATION

SYRACUSE UNIVERSITY, *Syracuse, NY* • 2005 – 2006

- Master's degree in Arts Journalism from the Newhouse School of Public Communication
- Goldring Fellowship

PEPPERDINE UNIVERSITY, *Malibu, CA* • 2001 – 2005

- Bachelor's degree in Journalism, Bachelor's degree in Public Relations
- Graduated *summa cum laude*, GPA 3.97

EXPERIENCE

FREELANCE DESIGNER & WRITER, *Sacramento, CA* • 2011 – Present

- Self-employed as a freelance graphic designer, writer and editor.
- Corporate clients include Nugget Markets, St. Michael's Episcopal Day School, Patterson Dental, MAK Design+Build, Bringham Dariotis Realty, Yellow Hutch Farm, and Piazza Photography.

NUGGET MARKETS, *Woodland, CA* • 2006 – 2011

Graphic Designer, Writer and Editor

- Five years' experience in the in-house marketing department of a retail grocery store chain as a graphic designer, marketing writer and copy editor.
- Design duties included creating advertisements, in-store displays, publications, product packaging, and signage on a day-to-day basis, as well as assisting in the creation of larger marketing campaigns.
- Writing and editing responsibilities included creating and editing copy for the company Web site, internal and external publications, and product packaging. Also created headlines and taglines for advertisements, as well as proofreading and editing marketing material created by team members.

CALIFORNIA MUSICAL THEATRE, *Sacramento, CA* • 2002 – 2004

Marketing Assistant

- Spent three summer seasons as an assistant in the marketing department of California's largest non-profit theatre company, also known as Sacramento Music Circus and Broadway Sacramento.
- Primary duties included writing and editing content for playbills, creating press releases and newsletter articles, developing advertising copy and assisting with special events.

PEPPERDINE UNIVERSITY CENTER FOR THE ARTS, *Malibu, CA* • 2002 – 2005

Marketing Assistant

- Served as a student assistant for the community arts department on a university campus.
- Helped to create programs, marketing materials, advertising collateral and special events for the arts center, which encompassed several performing arts spaces and a fine arts museum.

THE GRAPHIC, **PEPPERDINE UNIVERSITY**, *Malibu, CA* • 2002 – 2005

Editor in Chief, Managing Editor, Living Editor and Assistant Living Editor

- Designed, edited, wrote for and managed the Pacemaker Award-winning student newspaper of Pepperdine University for four years, including serving as editor in chief during my senior year.
- As editor in chief, managed a staff of 30 to produce a weekly newspaper, with responsibilities that included running staff meetings, assigning and editing stories, designing pages and hiring staff.