

SARAH JOHNSON

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A seasoned creative services director with a strong background in arts and design, having worked with industry giants like Warner Bros. Entertainment and DreamWorks Animation. Holds a Master's degree in creative direction and a Bachelor's degree in graphic design and marketing. Proven track record in overseeing creative projects from concept to completion, managing creative teams, and developing strategic plans that align with company goals, resulting in increased brand engagement.

KEY SKILLS

- Budgeting and cost accounting
- Creative project management
- Strategic business planning
- Team leadership and motivation

PROFESSIONAL EXPERIENCE

Creative Services Director | January 2017 to present

Warner Bros. Entertainment, Burbank, CA

- Managed over 50 creative projects from concept to completion, ensuring all were delivered on time and within budget
- Led a team of 15 creative professionals, providing guidance and feedback to ensure high-quality output and foster a positive, collaborative work environment
- Developed and implemented creative strategies that aligned with the company's goals, resulting in a 20% increase in brand engagement across various campaigns

Senior Graphic Designer | June 2010 to December 2016

DreamWorks Animation, Glendale, CA

- Oversaw the design and execution of key visual elements for over 30 animated films, contributing to their commercial success
- Collaborated with a team of designers and animators, providing creative direction and feedback to ensure consistency and quality of output
- Managed project budgets and resources, ensuring efficient use of funds and timely completion of projects

EDUCATION

Bachelor of Fine Arts in Graphic Design | May 2010
Rhode Island School of Design, Providence, RI

Master of Arts in Creative Direction | December 2015
Miami Ad School, Miami, FL

Bachelor of Science in Marketing | June 2012
University of California, Berkeley, CA

PROFESSIONAL DEVELOPMENT

- Certified Marketing Management Professional (CMMP), International Institute of Marketing Professionals (IIMP)
- Certified Professional in Learning and Performance (CPLP), Association for Talent Development (ATD)
- Project Management Professional (PMP), Project Management Institute (PMI)