







# Sarah Johnson

## Creative Services Director

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.

## CONTACT

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## EDUCATION

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

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

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

## KEY SKILLS

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

## PROFESSIONAL EXPERIENCE

### Creative Services Director | January 2017 - 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 - 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

## PROFESSIONAL DEVELOPMENT

### Certified Marketing Management Professional (CMMP) I International Institute of Marketing Professionals (IIMP)

### Certified Professional in Learning and Performance (CPLP) I Association for Talent Development (ATD)

### Project Management Professional (PMP) I Project Management Institute (PMI)