

Sandra Scoggin

Graphic Designer // Art Director // Social Media Manager

GRAND JUNCTION, COLORADO | 601.917.8796
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Seeking to fill a Graphic Design// Art Director Position by utilizing my design and visual communication skills to help increase brand recognition and sales. Driven to excel in my creative endeavors and to continually keep up with latest visual and marketing trends while learning new skills and best practices in the creative field. Proven to be a leading force within a creative environment, bringing bold ideas and striking visuals across all projects. Available for immediate full-time employment.

Employment History

FREELANCE

GRAPHIC DESIGNER / SOCIAL MEDIA MANAGER | NOVEMBER 2024 - CURRENT

- Partnered with small businesses to elevate their visual branding and social media presence through tailored design and content strategies that drive engagement and increase sales.

POETIC

DESIGNER II | MARCH 2021- NOVEMBER 2024

- Used creativity & innovation to turn branding concepts into reality while analyzing market trends & researching competitors to ensure branding designs were relevant & impactful.
- Found creative solutions to address design challenges that met brand objectives and ensured consistency across various brand materials while effectively incorporating feedback into design iterations.
- Managed multiple projects while consistently meeting deadlines & coordinating with various team members

LANDMARK PROPERTIES

GRAPHIC DESIGNER | NOVEMBER 2020-MARCH 2021

- Managed the graphic design needs for 32 properties in the Northwestern US region, meeting tight deadlines & maintaining high-quality work for multiple projects
- Worked effectively with team members, clients, printers, & various stakeholders to clarify project requirements, provide updates & address any issues that arose to ensure that production needs were met & the final product aligned with the design vision

NELSON PARTNERS PROPERTY MANAGEMENT

GRAPHIC DESIGN INTERN | MAY 2019-SEPTEMBER 2020

- Designed print & digital marketing materials for 50+ properties, translating brand values into compelling visuals that resonated with target audiences
- Developed creative design concepts & visual materials that aligned with brand identity, mission, & goals, ensuring consistency across all platforms.

NELSON PARTNERS PROPERTY MANAGEMENT

SOCIAL MEDIA SPECIALIST | JUNE 2017-JUNE 2018

- Created engaging, platform-specific content (copy, images, videos, graphics) & implemented strategic social media plans for 50+ properties, including content calendars & targeted campaigns.
- Managed audience engagement across platforms, developed understanding of algorithms & best practices, & fostered community to build brand awareness.

Education

- THE CREATIVE CIRCUS - SEP. 2020 - GRAPHIC DESIGN
- THE UNIVERSITY OF MISSISSIPPI - MAY 2016 - BA HISTORY