

# Sara Torres

Innovative multimedia designer with experience developing and implementing creative B2B and B2C marketing materials, video production, and graphic design strategies. Work significantly enhances brand visibility and drives engagement through compelling content tailored to diverse audiences.

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[Portfolio](#) | [LinkedIn](#)

## EXPERIENCE

### Earth Works, Jacksonville, FL — *Multimedia Designer*

APRIL 2023 - PRESENT

- Captures production-quality videos and photos of landscape projects - contributing to enhanced digital brand presence.
- Collaborates with sales and marketing teams to develop and record projects, aligning media content with brand messaging strategies.
- Manages editing and post-production of videos from social media platforms, including graphics and special effects to engage viewers effectively.

### VidaCann, Jacksonville, FL — *Content Creator*

JANUARY 2019 - JULY 2022

- Developed engaging and educational social media content, leading to increased consumer interaction and brand visibility.
- Utilized market research and data analytics to craft targeted marketing strategies and content that align with audience preferences.
- Worked with marketing and design teams to produce multimedia marketing materials, enhancing brand messaging and engagement.

### Freelance, Jacksonville, FL

AUGUST 2018 - PRESENT

- Directs the creation of branding strategies and content for clients, improving market presence and engagement.
- Leads UX/UI design projects, focusing on user-friendly and visually appealing digital experiences.
- Oversees the production of multimedia content for marketing and social media, coordinating from concept to execution to meet project goals and timelines.

## TECHNICAL SKILLS

Adobe Creative Suite  
(Photoshop, Lightroom, Illustrator, Premier Pro, After Effects)

Video Editing and Production

Graphic Design and Visual Storytelling

UX/UI Design and Web Content Management

## SOFT SKILLS

Project Management and Coordination

Effective Communication

Idea Presentation and Team Collaboration

Innovative and Creative Thinking

Brand Development and Audience Engagement

## LANGUAGES

Fluent in English and Brazilian Portuguese

## EDUCATION

### **Centro Universitário Estácio De Sá, Fortaleza, CE - Brazil — *Bachelor's Degree in Graphic Design***

JANUARY 2013 - DECEMBER 2017

- Specialized in graphic design principles, including typography, layout, and color theory.
- Developed skills in conceptual design, contributing to impactful and user-centric design solutions through project collaboration.