



/ SARA MATYAS STYLES /

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/ SUMMARY /

Strong collaborator with proven ability to manage marketing and communications projects from concept to completion, including conveying creative direction, determining specifications, outlining and adhering to budgets and production schedules, and maintaining brand identity standards in deadline-driven environment.

Expertise in coordinating with key stakeholders, designers, and printers to execute projects.

Creative thinker who enjoys collaborative brainstorming to produce quality-driven pieces that broaden brand awareness.

Proficient in managing layout assignments and collaborating with editors, writers, and photographers to produce newspaper feature stories.

Skilled in writing, editing, proofing, photography, photo editing, and designing with attention to detail.

/ COMPUTER SKILLS /

InDesign, Illustrator, Photoshop, Acrobat, Google Drive, Dropbox, Box, Microsoft Office, Trello, Slack, Emma, Harvest

/ EDUCATION /

Bachelor of Science in Visual Communication, focusing in Page Design and Photo Editing.
Minor Degree in English.
Ohio University, Summa Cum Laude.

/ ETC. /

Freelance design, including invitations, posters, and promotional pieces.
Enjoys writing, photography, traveling, fonts, grammar, and all things mid-century modern.

/ EXPERIENCE /

Assistant Director and Project Manager
The George Washington University
Marketing & Creative Services (MCS)
June 2011–October 2020. Washington, DC

- Innovative, experienced, and detail-oriented professional skilled in managing print and digital branding and marketing materials for the university.
- Thorough working knowledge and implementation of GW brand identity, including colors, logos, fonts, graphic elements, language, and voice.
- Managed approximately 10–20 projects with multiple components on a daily basis.
- Engaged and partnered with clients and designers by coordinating project workflow while meeting deadlines, budgets, specifications, and brand identity guidelines and standards.
- Lead MCS project manager for the Graduate School of Political Management marketing portfolio including overseeing recent redesign of marketing materials.
- Coordinated MCS team efforts for university commencement and graduation celebrations by facilitating open communication, building internal and external partnerships, and ensuring unified branding and messaging.
- Co-creator and lead editor for *Inside MCS*, the department's bimonthly outreach newsletter. Responsibilities included theme development, story ideas, writing and writing assignments, partnering with design team for creative content, and building the email in Emma platform.

Assistant Director
The George Washington University
Graphic Design Department
September 2005–June 2011. Washington, DC

- Managed team of five designers: assigning, overseeing, and proofing projects from initiation to completion.
- Fostered client relationships through meetings and budgeting.
- Worked with external vendors to execute projects according to specifications.
- Ensured marketing collateral produced by department adhered to brand standards.

Senior Graphic Designer
The George Washington University
Graphic Design Department
September 2000–September 2005. Washington, DC

- Coordinated with clients and printers to design and produce informational pieces such as brochures, invitations, booklets, and multiple related pieces emphasizing branding and identity for the university.

Designer
Naperville Sun (formerly a division of Copley Chicago Newspapers, now the Chicago Suburban Tribune)
August 1998–August 2000. Naperville, IL

- Designed covers and inside pages for five community newspapers with a combined circulation of 100,000.
- Lead designer and main contact for editors, designers, photographers, and pre-flight production department for two of the weekly newspapers.