

## EXPERIENCE

### Manhattan Theatre Club

#### Marketing Intern • Jan. 2019 - May 2019

- Designed digital and print materials for MTC brand and individual show brands, such as Choir Boy and INK. Created materials for social media, MTC website, Front of House displays, theatre and office signage, and other bespoke purposes
- Created eBlasts sent to over 100 000 audience members, promoting shows and ticket discounts
- Assisted in development and layout of company brand guidelines
- Was actively involved in the printing process for theatre and office print campaigns, and was responsible for quality checks throughout each project

### Allswell Productions

#### Visual Design Lead • May 2018 - Present

- Designed visual branding, posters and programs for a theatre company and its first productions (Dogfight, Sweeney Todd)
- Created all photography and video assets used to market productions

### London Bus Rapid Transit

#### Communications Intern • May - Aug. 2018

- Created print, motion and radio advertisements for the largest transit project in the city's history, reaching an audience of over 400 000
- Designed social media graphics, project merchandise and office decor
- Structured and populated new corporate website
- Planned and executed corporate photoshoot

### Freelance Photographer

2016 - Present

- Shooting weddings, headshots/portraiture, events and live music in the Southwestern Ontario area

# SARAH MCNEIL

## GRAPHIC DESIGNER

## ABOUT

I am a passionate and driven graphic designer with more than a year of experience in design for Broadway, Off-Broadway and regional theatre, as well as other not-for-profit and government work. I have a keen eye for detail and consistency, and strive to ensure that content is created to the best of my ability while thriving in a fast-paced and collaborative environment.

## EDUCATION

### Ryerson University (RTA School of Media)

2015 - 2019

Bachelor of Arts (BA) - Media Production

## SOFTWARE & SKILLS

#### Software:

- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Microsoft Office
- Wordfly
- Wordpress

#### Skills:

- Graphic Design
- Photography
- Motion Graphics
- Social Media management
- Copywriting
- Audio production
- Cinematography

## AWARDS

### Ryerson University Dean's List (2016 - 2019)

### TARA Award Nominee (2016 - 2019)

Best Practicum, Best Cinematography, Best Audio Production, Best Live Event

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References available upon request.