









carroll.sandman@gmail.com

EXPERIENCE

MULTIMEDIA CREATIVE

Imagewest Western Kentucky University Jan 2018 - present

- Developed marketing materials (logos, brochures, newsletters, and advertisements) that they exceeded the expectations of our clients.
- Managed 3+ projects under tight deadlines.
- Collaborated with account executives and copywriters to form social media advertising campaigns aligning with client's brand.

GRAPHIC DESIGNER

University Publications Western Kentucky University Jan 2017 - Dec 2017

- Designed promotional materials for departments on campus, including posters, flyers, magazine spreads, and social media advertisements.
- Developed advertising campaigns for regional campuses in print and web format.
- Prepared projects for commercial printer.
- Adhered to branding standards set for the university when designing for campus departments.

TECHNOLOGY COORDINATOR

Governor's Scholar Program Northern Kentucky University Summer 2016

- Photographed program events and collected photos from other staff members.
- Updated and maintained website using Adobe Experience Manager.
- Edited video and audio from program's events and prepared disks for sale.

SOCIAL MEDIA



linkedin.com/in/carrollsandman



@carroll_sandman_design

EDUCATION

WESTERN KENTUCKY UNIVERSITY

Bacherlor of Fine Arts: Graphic Design & Bachelor of Arts: Spanish GPA: 4.0 December 2018

KENTUCKY INSTITUTE OF INTERNATIONAL STUDY: AUSTRIA

Digital Media and Zine Branding Program July 2017

PROFESSIONAL ORGANIZATION

AIGA WKU STUDENT CHAPTER

PROJECT MANAGER August 2017 - present

PROFICIENCIES



REFERENCES

Available upon request.





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Imagewest 1906 College Heights Blvd. #11070 Mass Media & Technology Hall rm. 325 Bowling Green, KY 42101 8 November 2017

Dear Kara Williams-Glenn:

After seeing the work produced for both the Honors College and Study Abroad office, I am thrilled to express my interest in the position of graphic designer at Imagewest. The collaborative and innovative nature of this internship attracted me to this position. As I am a highly motivated individual who enjoys a fast-paced and challenging work environment, I feel I have the necessary skills and experience to be a contributing member of the Imagewest team.

Having interned at University Publications and The WKU Herald, I learned how to manage my time well while balancing multiple projects. I worked with senior designers and marketing managers to develop social media and digital campaigns and to create promotional materials for campus departments and local organizations. I appreciated the projects that challenged me to acquire new skills and knowledge.

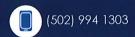
Through my work abroad, I developed stronger problem-solving skills through the development of advertising campaigns to combat local issues. During my time in Ireland, I worked directly with the Malahide Chamber of Commerce and a team of designers, copywriters, and account executives to develop an advertising strategy that would encourage residents to shop at their local clothing retailers and create a more sustainable economy.

I believe that I am the type of candidate that can further Imagewest's vision due to my creative and detailed approach to design. I would be excited to elaborate on how my skills and abilities can benefit your organization. Thank you for your consideration and I look forward to hearing from you soon.

Sincerely,

Carroll Sandman











carroll.sandman@gmail.com

KARA WILLIAMS-GLENN

Agency Manager Imagewest 1906 College Heights Blvd #11070, Mass Media & Technology Hall 331 Bowling Green, Kentucky 42101 270.745.8750 kara.williamsglenn@wku.edu

CARMEN HERRERA

Graphic Artist
University Publications at WKU
1906 College Heights Blvd
Wetherby Administration Bldg., 313
Bowling Green, Kentucky 42101
270.745.3812
carmen.herrera@wku.edu

NATALIE TYREE

Assistant Professor of Graphic Design Western Kentucky University 1906 College Heights Blvd Ivan Wllson Fine Arts Center 422 Bowling Green, Kentucky 42101 270.745.3812 & 931.209.7447 natalie.tyree@wku.edu