



# Carroll Sandman

Graphic Designer

 (502) 994 1303  [carrollsandman.com](http://carrollsandman.com)  1103 Carlmar Lane  
Louisville, KY 40222  [carroll.sandman@gmail.com](mailto:carroll.sandman@gmail.com)

## EXPERIENCE

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### 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

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 [linkedin.com/in/carrollsandman](https://www.linkedin.com/in/carrollsandman)

 [@carroll\\_sandman\\_design](https://www.instagram.com/carroll_sandman_design)

## EDUCATION

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### WESTERN KENTUCKY UNIVERSITY

Bachelor 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

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### AIGA WKU STUDENT CHAPTER

PROJECT MANAGER  
August 2017 - present

## PROFICIENCIES

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## REFERENCES

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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



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## **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

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Ivan Wilson Fine Arts Center 422

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natalie.tyree@wku.edu