

Sarah Clemons

Creative Communications & Marketing Director

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Creative communications and marketing leader with experience developing and executing integrated campaigns across digital, print, social, and web channels. Skilled at leading creative projects, developing cohesive branding and content strategies, and coordinating creative teams and collaborators. Brings a combination of strategic marketing leadership and hands-on expertise in digital media to effectively communicate with various audiences.

CORE COMPETENCIES

Marketing & Communications

- Creative Direction
- Brand Strategy
- Integrated Campaigns
- Content Strategy
- Social Media Strategy
- Communications Strategy
- Digital Marketing
- Project Management

Creative

- Art Direction
- Brand Development
- Graphic Design
- Photography
- Video Production/Editing
- Adobe Creative Suite

PROFESSIONAL EXPERIENCE

First Belton Baptist Church: Communications & Media Director

Feb 2023 - Present

- Lead communications, marketing, and creative strategy across social media, website, mobile app, text messaging, print, photography, video, and other digital platforms. Direct projects from strategy and concept through production and execution, maintaining consistent messaging and brand presentation across channels.
- Led a two-year, church-wide rebrand from strategy through implementation, developing the new brand identity, visual direction, and brand standards. Oversaw applications across digital, print, website, social media, signage, and environmental graphics. Trained ministry leaders on the transition from our previous “house-of-brands” approach to a “branded house”.
- Directed the art direction and developed branding for the “All In” giving campaign, developing the campaign brand identity, social media content, photography, video production, print materials, website direction, and other supporting digital content. Campaign results included a 142% increase in giving, 73 new giving households, and \$18.6M in financial commitments. Church wide giving participation increased from 38% to 83%.
- Coordinate internal and external creative contributors, including a media intern, photography volunteers, videographers, web professionals, and ministry leaders.

milk + honey spa: Junior Graphic Designer (remote)

Sept 2022 - Feb 2023

- Created marketing/design assets for email marketing, digital advertising, social media, and print to support promotional campaigns and brand initiatives.
- Established and organized a digital photo library system to improve accessibility and workflow.
- Collaborated with marketing coordinators and creative leadership to execute campaigns and maintain brand consistency across channels.

INTERNSHIP EXPERIENCE

Baylor University Libraries Internship

June 2021 - May 2022

- Designed print and digital materials promoting events and programs.
- Developed event branding, logos, and environmental graphics.

Modern Texas Living Internship

April 2021 - July 2021

- Managed MTL’s Instagram and developed social media content.
- Designed advertising templates, logos, magazine layouts, and digital promotional materials.