STORM SEBASTIAN

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EXPERIENCE

Dreamscape Marketing | Art Director
Columbia, MD | April 2015 - Present

Management Responsibilities:

Supervise a team of graphic designers | Delegate projects to designers and provide creative direction | Review design work for quality assurance | Manage team workload and assist with project overflow | Conduct trainings, weekly meetings, and coaching sessions with designers | Work with Human Resources to develop career maps and organizational charts for the team | Create processes and procedures for both the design department and the company as a whole | Promote cross-departmental collaboration and work with other department heads on project workflow | Develop a design strategy that supports the company's larger SEO strategy | Analyze website designs for conversion | Attend kick-off calls for new clients, as well as any other design-related client calls | Lead branding workshops with clients | Collaborate with the development team on new tools and plugins for client websites

Design Responsibilities:

Design client websites using wordpress, visual composer, and basic coding | Develop logo designs and brand guidelines for multiple clients | Design print materials and trade show designs for clients as needed | Design and send client eblasts | Design pay-per-click ads and landing pages | Post blog and landing page content to client sites | Complete day-to-day maintenance of client websites | Manage company eblasts and marketing collateral

The Greysteel Company | Senior Marketing Associate + Graphic Designer
Bethesda, MD | June 2013 - April 2015

Led a team of designers in innovating the company's brand | Designed print marketing collateral for various transactions and corporate events | Prepared eblasts via Mailchimp | Managed and updated website content via Drupal | Prepared press releases and sent to the media | Generated daily blog and social media posts | Developed and maintained templates and style guides for daily use | Created and maintained libraries of graphics and photographs for daily use

Let's Move, LLC | Administrative Assistant, Social Media Planner + Blogger
Fulton, MD | March 2012 - February 2014

Answered phones and greeted guests | Coordinated moving preparation planning for clients, including furniture donations and shipping, as well as setting up new services | Updated client files | Generated two to four blog posts per month | Generated and updated content on all social media avenues daily | Managed and updated website content via Wordpress

Apprentice House | Book Designer
Baltimore, MD | September 2010 - December 2010

Designed book, *"The Glass Between Us"* | Coordinated photo shoot for the book's cover | Established regular communication with the author to discuss visual communication strategies

Beauty & The Dirt | Blogger
London, United Kingdom | July 2010 - August 2010

Wrote 4-6 blog posts per day | Researched entertainment news | Proposed article ideas | Maintained open communication with PR assistants to obtain resources | Reported on advanced film screenings

EDUCATION

Maryland Institute College of Art
Post-Baccalaureate Certificate | 2013
Graphic Design

Loyola University Maryland
Bachelor of Arts in Communications | 2011
Journalism Specialization | Magna Cum Laude

CAPA International Education
Summer Study Abroad in London | 2010
Six-week immersion into British Culture

EXHIBITIONS

Recollect
MICA Post Baccalaureate Spring Show
April 2013

Brandshift
MICA Spring Exhibit
April 2013

Manual Type
Post Baccalaureate Fall Exhibit
October 2013

AWARDS

Horizon Awards 2016 | *Gold*
Hermes Awards 2017 | *Gold*
dotComm Awards 2017 | *Gold*
AVA Digital Awards 2017 | *Gold*
AVA Digital Awards 2018 | *Platinum*
Videographer Awards 2018 | *Excellence*
Vega Digital Awards 2018 | *Centauri*
AVA Digital Awards 2019 | *Gold*

SKILLS

Adobe Creative Suite, Wordpress, Mailchimp, Microsoft Office, HTML, CSS, Blogging, Copy Editing, Copy Writing, News Writing, Graphic Design, Web Design