



SG

# SARAH E. GIBSON

TECHNICAL ADMINISTRATOR | PROJECT MANAGER  
WEB DESIGN | SOCIAL MEDIA | EMAIL MARKETING

## SUMMARY

Co-Owner of JBG Studios (the parent company), handling daily tasks, as well as, vision casting and future planning. Specializing in WordPress website development, technical research and support, and design. Previous experience focused on creative services, marketing, video production and web design.

## SKILLS

Final Cut, Avid, Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Flash, Dreamweaver, HTML, WordPress, Expression Engine, Joomla, CSS, JavaScript, PHP, Kajabi, Learn Dash, Click Funnels, LeadPages, WooCommerce, Shopify, Facebook Ad Management, Shopify, QuickBooks, Quicken, Microsoft Office, Infusionsoft, Smartsheets

## EXPERIENCE

### CO-OWNER • DIFFERENCE CREATED/JBG STUDIOS • SEPTEMBER 2014 – PRESENT

Specialize in designing websites on the WordPress platform, including Intermediate CSS and HTML customization. Overall website systems setup and program integrations. Knowledge of payment gateway systems. Implements all security and maintenance processes on both client sites and all JBG Studios sites. Lead in all technical research and troubleshooting. Certified in Search Engine Optimization, including keyword research. Experienced in engaging graphic designs, using Photoshop and Illustrator.

### CREATIVE SERVICES MANAGER • EVENT PHOTOGRAPHY GROUP • JUNE 2014 – OCTOBER 2014

Managed staff responsible for all graphics needed at GradImages; created a companywide task management system to improve workflow efficiently; created templates for training documentation; managed, produced, edited and captured video for new products and training; facilitated department trainings, created process to ensure branding consistency, and consulted on projects that included graphics, branding, or video for multiple departments.

### OPERATIONS MANAGER • EVENT PHOTOGRAPHY GROUP • JUNE 2013 – JUNE 2014

Managed photographers, equipment and images, across the United States, for the University Composites division. Management responsibilities included: Scheduling all photographers, coordinating all equipment movement across the country, coordinated photographers travel, managed payroll and expenses, worked with Regional Account Managers to coordinate extra personnel or equipment needed for each event, and trained and hired photographers.



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## CERTIFICATION

### Search Engine Optimization UC Davis

#### Key Theories:

- On-page and off-page optimization
- Optimizing search for local and international audiences
- Aligning SEO with overall business strategies
- Performing intelligent keyword search
- Conducting a full website audit

## EDUCATION

INDIANA UNIVERSITY,  
BLOOMINGTON, IN  
Bachelor of Arts,  
Telecommunications  
and Studio Art – 2002

### MARKETING ASSISTANT TO CEO • CREDIBLE • OCTOBER 2012 – JULY 2013

Part of the Executive Team, provided marketing analysis, materials, and support for Credible, Credible spinoffs and strategic projects; managed and rebuilt Credible's Marketing Department; worked with the Credible Sales team to drive new sales; managed partner communications; Credible branding; Credible spinoffs branding; and the presentation of Executive Management's "Key Drivers" initiative throughout Credible.

### MEDIA SPECIALIST • CREDIBLE • APRIL 2012 – OCTOBER 2012

Responsible for creating video and graphics for internal and external communication; shot, produced, and edited training videos for staff and partners; produced videos, content and graphics for marketing programs, internal corporate materials, ads, tradeshow booths, websites, webcasts, and presentations.

### INFUSIONSOFT CONSULTANT • FREEDOM AUTO • NOVEMBER 2011 – APRIL 2012

Researched and implemented Infusionsoft for 3 Freedom Auto locations, implemented Facebook pages, designed ads, and video conferencing for deal closings.

### WEBMASTER/CUSTOMER SERVICE • CONSIGNING WOMEN • MAY 2011 – SEPTEMBER 2011

Built website and eCommerce store, managed social media, photographed new merchandise, customer service duties, and worked front desk to help customers while they are shopping.