

# SARA KOSTEVA

GRAPHIC DESIGNER +  
MARKETING MANAGER

570.594.4120 + sarafaek@yahoo.com

## SUMMARY

Passionate, ambitious and creative graphic design marketing manager with 20+ years of experience managing projects and people; Highly organized with strong attention to detail, disciplined work ethic, ability to manage multiple projects simultaneously, and a dedication to learn quickly; Experienced in combining creative concepts and analytical business expertise to increase revenue within fast-paced environments, while communicating visually and verbally; Inspiring leader with employee management skills.

## EXPERIENCE

### Mediagenix

#### Global Marketing Manager

2023 - Present

- + Oversee budget and provide research, analysis, and CRM management
- + Supervise marketing team, vendors, and communication, industry and PR agencies
- + Manage marketing campaigns, visual communications and lead generation
- + Organize large scale events, webinars, digital, email, and social media campaigns
- + Create graphics, sales sheets, campaigns and maintain global website operations

### ConvergeOne

#### Graphic Designer + Marketing Manager

2020 - 2023

- + Managed the strategy, content, and distribution of digital marketing collateral
- + Regulated website design, strategy, operation and creation of new landing pages
- + Built and oversaw the innovative digital marketing platform and webinar operation
- + Graphic design of logos, sales sheets, signage, digital media, and presentations

### Legal Risk Services

#### Marketing Director

2019 - 2020 [one year contract]

- + Oversaw the budget, brands and marketing campaigns for 13 Legal Companies
- + Managed social media channels and digital design of collateral and packaging
- + Regulated website strategy and design and supervised internal design team
- + Analysis, creative direction, planning, execution and content creation

### Traditions of America

#### Marketing Director

2010 - 2019

- + Developed/managed \$3M budget including print, digital, web, email, social, PR/TV
- + Managed 10 corporate staff members, sales, ad agency, PR firm and vendors
- + Led strategic marketing and increased new home closings without budget increase
- + Planned and executed national award-winning events with 98% closing rate
- + Creative director of print and digital collateral, ads, presentations, signage, e-marketing, social media, advertisements, video and photography
- + Designed and fabricated welcome centers, design studios, clubhouse, amenities
- + Collaborated with CEO and partners and presented to lenders and company
- + Promoted three times in five years and accepted 50+ national awards

### The Fae Group Agency

#### Graphic Designer + Marketing Manager

2006 - Present

- + Utilized entrepreneurial skills to create profitable agency with staff member
- + Management, budgeting, acquisition, organization, marketing and customer service
- + Formulated successful digital and print graphic design campaigns
- + Provided creative graphic design services, marketing and social media campaigns

## PORTFOLIO

mediagenix.tv + thefaegroup.com + linkedin.com/in/sarakosteva



## SKILLS

Adobe Creative Suite

Collaboration

Communication

Creativity

Digital Design

Leadership

Organization

Project Management

Tenacity

Time Optimization

Graphic, Website & Presentation Design + Webinar Management  
Entrepreneurship + Advertising  
Project & Employee Management  
Branding + Client Acquisition + SEO  
Content Management + Lead Generation + Social Media + Email Marketing + MS Suite + Hubspot  
Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat)

## EDUCATION

### ♀ Bloomsburg University

2003

| BA Art, Graphic Design, Marketing

### ♀ Maryland Institute College of Art

2004

| Graphic Design Certificate

### ♀ Penn State Great Valley

2006

| Web Design Certificate

## INTERESTS

