

SAMANTHA SHERWOOD

Education

Mercyhurst University

August 2016 - May 2020
BA, Graphic Design

Dean's List Spring 2018,
Spring 2019, Fall 2019,
Spring 2020

Achievements

Patricia S. Yahn '50 Juried Student Art Show

Accepted 2018, 2019

Honorable Mention
"Home," 2019

Skills

Adobe CC

Photoshop
Illustrator
InDesign
Dreamweaver
XD

Web Design

Bootstrap
WordPress
Brightspot

Technical Skills

Google Drive
Microsoft Office
Microsoft Systems
Mac Systems
Asana

Work Experience

Multimedia Designer, WQLN PBS NPR | July 2021 - Present

- Design print and digital marketing assets promoting television and radio programming, adhering to PBS and NPR branding guidelines
- Collaborate with the education team to design materials and marketing collateral for education programs, following PBS KIDS brand guidelines
- Create print and digital ads, one-sheets, promotional items, and social media graphics for fundraising events
- Maintain the station website and app by updating content, performing maintenance, monitoring analytics and transitioning website to a new CMS
- Oversee the creation of the monthly program guide, from managing articles to designing the final layout
- Complete the 7-week PBS 'Accelerate Cohort Program' focused on expanding leadership capabilities

Freelance Designer | August 2019 - July 2021

Graphic Designer, Engel O'Neill Advertising & Public Relations

- Ensure brand consistency in all work produced
- Review projects and make certain the end product is error free
- Communicate directly with clients as needed

Web Designer, 'A Shared Heritage' Public History Project

- Select and style a WordPress theme relevant to the website's content
- Arrange information and imagery on appropriate pages, in a visually pleasing manner
- Assist with updates and maintenance as needed

Design Specialist, City of Erie Mayor's Office | June 2019 - August 2020

- Collaborate with the 'CelebrateErie' team to update signage and event program, adhering to brand standards and ensuring proper representation of sponsors
- Design official City brochures, posters, and other print materials per brand standards
- Coordinate with the in-house print shop to verify appropriate paper selection, ensure high overall quality, and guarantee completion by the deadline
- Refresh posters, banners, and flyers for 'Lights Over Lake Erie' by incorporating new branding elements through vector graphics
- Curate social media posts for 'City of Erie' and 'Celebrate Erie' Facebook and Instagram accounts

Graphic Artist, Signs Now Erie | May 2018 - August 2018

- Develop proofs of posters, banners, yard signs, and parking signs per customer approval
- Operate and maintain two large format printers for printing of banners and vinyl signage
- Assist in assembly of signage