

SARAH CONGELLIERE

Contact Info

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<https://www.sarahcongelli.com/>

Skills

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)
Layout Design and Typography
Figma
Campaign Concepting
Pitch Deck Design
Excellent Presentation Skills
Strong Time Management
Fast Learner and Teachable
Understanding of Meta Ads
Manager
Conversational American Sign
Language (ASL)

Education

BRIGHAM YOUNG UNIVERSITY

Communications: Advertising

Minor in Design Thinking

2019- 2025

- Current Cumulative GPA: 3.36
- Academic based half tuition scholarship recipient 2019- 2024

Experience

Social Campaign Strategist and Creative Lead/Trainer

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

April 2023 - June 2024

- Led social campaigns from brief to launch. Partnered with strategists to deliver concept-driven, insight-led ad content on deadline.
- Art directed Meta ad campaigns targeting audiences across five states. Focused on campaign performance and creative optimization.
- Collaborated to develop scalable digital assets and cohesive visual storytelling.
- Presented concepts, pitched new ideas, and advised regional teams on social-first creative, content strategy, and brand consistency.
- Balanced multiple campaigns at once, prioritizing deliverables. Always eager to learn from cross-functional teammates and test new approaches.

Art Direction Intern

DEFY VENTURES

January 2025- April 2025

- Concepted awareness campaigns rooted in brand purpose and human insight on platforms for digital and social.
- Designed pitch decks and visual mock ups for internal presentations.
- Partnered with other creatives to create targeted messaging and storytelling.
- Participated in creative reviews, brainstorming, and planning. Contributed to layout design, typography, and brand identity decisions.
- Took initiative to learn agency workflows, asked smart questions, and quickly adapted to feedback and fast-paced timelines. Known for staying organized and curious.

Volunteer

MISSIONARY SERVICE

May 2020- December 2021

- Engaged with diverse communities, building connections and sharing Christ-centered messages through in-person and social media opportunities.
- Created and managed social media content to increase outreach, engagement, and interest.
- Led and trained multiple large group trainings in topics such as teaching skills, communication, time management, and using social media effectively.