

SARAH CONGELIERE

CONTACT

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EDUCATION

Brigham Young University
B.A. Communications — Advertising
Minor: Design Thinking
2019 – 2025

Skills

Adobe Photoshop
Illustrator
InDesign
Layout Design
Typography
Social-First Creative
Time & Project Management
Visual Concepting

Junior Art Director

RPA — Santa Monica, CA

October 2025 – Present

Clients: Farmers Insurance, ARCO, ampm, Honda, La-Z-Boy

- Concepted and executed visual ideas for integrated and social-first campaigns across multiple high-profile clients.
- Partnered closely with copywriters and creative directors to develop concepts, layouts, and visual systems from brief through execution.
- Designed and produced digital and social assets optimized for platforms including Meta, Instagram, and other paid and organic channels.
- Created presentation decks and concept boards for internal reviews and client presentations.
- Executed creative iterations based on feedback, brand guidelines, and performance considerations while maintaining high craft standards.
- Managed multiple projects simultaneously in a fast-paced agency environment, meeting tight deadlines and shifting priorities.

Creative Intern

Defy Ventures — Remote

January 2025 – April 2025

- Concepted awareness campaigns rooted in brand purpose and human insight for digital and social platforms.
- Designed pitch decks, layouts, and visual mockups for internal and stakeholder presentations.
- Collaborated with fellow creatives on messaging, visual storytelling, and campaign ideas.
- Participated in creative reviews and brainstorms, contributing to typography, layout, and brand identity decisions.
- Adapted quickly to feedback and agency workflows while maintaining organization and attention to detail.

Social Campaign Strategist & Creative Lead / Trainer

The Church of Jesus Christ of Latter-day Saints — Provo, UT

April 2023 – June 2024

- Led social and digital campaigns from brief to launch, collaborating with strategists to develop concept-driven, insight-led creative.
- Art directed and designed Meta ad campaigns targeting audiences across five states, with a focus on performance, optimization, and clarity of message.
- Developed scalable visual assets and cohesive storytelling systems across multiple markets.
- Presented creative concepts and pitched new ideas to regional teams, advising on social-first execution and brand consistency.
- Balanced multiple campaigns at once while adapting creative based on feedback, results, and evolving goals.

