

# SARAH CONGELLIERE

## 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 brainstorming, 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.

