

Sarah Caracciolo

Creative Strategist - Graphic Design - Front End Development - Superhero on Weekends
LinkedIn - <https://www.linkedin.com/in/sarah-caracciolo/>
Portfolio - <https://www.figma.com/slides/fvqmeLqfsFvdASYQIUfaXa/Sarah-Portfolio-2024>



(647) 923-4488
caracciolo.sarah@gmail.com
www.SarahDesigns.ca

5367 Bullrush Drive
Mississauga, Ontario, L5V 2C1

SUMMARY

Creative Director with 14 years of experience in creative strategy, graphic design and front-end web development. Proven ability to lead cross-functional teams, manage large-scale campaigns, and deliver innovative design solutions that drive business growth. Contributed to growing Shop3D.ca to 7 figures and set the foundation for Rule1 Agency. Now seeking the next challenge to apply my skills and make an impact.

EXPERIENCE

Rule1 Agency, Mississauga — Executive Creative Director

November 2023 - PRESENT | www.Rule1Agency.com

Developed the branding, internal documentation, and client pitch decks for Rule1 Agency: a content marketing firm specializing in small business and additive manufacturing companies. Managed project briefs, quotes, a team of designers and videographers, and directed creative projects. Clients include Shop3D.ca, Spiral3D, PrintCluster, AutoQuote3D, and Mississauga Humane Society.

Shop3D.ca, Mississauga — Head of Marketing

Sept 2018 - November 2023 | www.Shop3D.ca

Set high-level B2B marketing strategy and managed digital campaigns for brands like BASF Forward AM, Formlabs, UltiMaker, Shining3D, and Raise3D. Earned 3 awards for best marketing. Set goals, KPIs and policies. Oversaw a team of 3 designers and 2 videographers. Coordinated our presence at trade shows and events. Worked with the executive team to plan company goals and strategy. We grew to \$7.5M in sales in 2023.

Sarah Designs, Brampton — Founder, Creative Director

January 2016 - December 2018

Developed creative / marketing products for YukYuk's Comedy Club, Wendel Clark's Classic Grill & Bar, CloudFest Toronto, Nobul, Binners Waste Removal, Blue Heaven Coffee, and Shop3D.ca

Vicimus (Formerly Dashboard), Toronto — Art Director Intern

May 2015 - June 2015 | www.vicimus.com

Working under the art director I was involved with the creation of digital and print graphics for clients: Water Wise Coffee and Erin Park Toyota. As Dashboard was transitioning from design agency to SASS provider I also contributed to the design of their early odometer software and created animations for their "spin to win" products.

SKILLS

Marketing Strategy
Creative Direction
Brand Development
Leadership & Team Management
Project Management
Creative Problem Solving
Client Relations
Digital Marketing
Budgeting & Reporting
Graphic Design
UI/UX Design
Design for Print Production
Front-end Development

AWARDS / HONOURS

Marketing Pioneer · Issued by Shining3D · Jan 2023

Best Marketing in International Region · Issued by Raise3D · Jan 2022

Formlabs Certificate of Excellence for Outstanding Marketing · Issued by Formlabs · Jan 2021

Covid Hero Honour · Issued by City of Mississauga · Jan 2021

LANGUAGES

English

Saysons Web Design & Printing Inc, Brampton — *Graphic Designer & Front-End Developer*

June 2013 - December 2014 | www.saysons.com

Leveraged graphic design and web development skills to create websites and promotional print materials for a variety of clients. Key projects include: Food truck design for Curb Side by Randy's, labeling for KD Cannery Inc., developing 40+ websites for small businesses, and in-house small batch print production.

Rogers Publishing Ltd, Toronto — *Sales and Marketing (Contract)*

May 2010 - Dec 2010 | <http://about.rogers.com>

Designed digital advertisements, e-blasts and microsites for Rogers Publishing brands such as Canadian Healthcare Network, Marketing Magazine, and external clients including Kellogg's. Managed ad scheduling through DoubleClick (now Google Ads.) Managed email lists and segmentation with CheetahMail.

Rogers Publishing Ltd, Toronto — *Web Design Intern*

Jan 2010 - Mar 2010 | <http://about.rogers.com>

Working under the Web Design Manager I contributed to the front-end development of a portfolio of websites including Canadian Health Care Network and Marketing Magazine.

EDUCATION

Humber College — *Advanced Diploma, Graphic Design (Honours)*

2012 - 2015

Humber College — *Diploma, Multimedia Design & Production*

2008 - 2010

PROJECTS

CosplayTutorial.com — *Founder*

2009 - 2020 | www.CosplayTutorial.com

Launched in 2009 as a go-to resource for costume makers, offering tutorials and valuable resources. Achieved over 75,000 social media followers, was featured on Tumblr.com, ranked first in SERP, and reached over 100,000 pageviews monthly at its peak, with 10,000 monthly pageviews in 2021.

VOLUNTEERING

Joe Horneck Campaign — *Graphic Designer*

2022 | www.joehorneck.com

Collaborated with Mississauga Ward 6 Councillor Joe Horneck's election campaign team to successfully challenge the incumbent.

HTML5, CSS3, Javascript, Shopify Liquid

PROGRAMS & TOOLS

Adobe Creative Cloud:

Photoshop, Illustrator, InDesign, Audition, Premier Pro, Adobe XD

Microsoft Office: Powerpoint, Excel, Word

Google: Docs, Sheets, Slides

Management: Monday.com, Notion, Trello, Slack, Discord, Asana, Jira

Web Dev: Shopify, Wordpress, Webflow, Squarespace, Wix

Email: Mailchimp, Mailerlite

CRM: Hubspot

AI Tools: ChatGPT, MidJourney, CoPilot

Additional Tools: Canva, Figma, Capcut

CovidStop.ca — Coordinator

2020 | www.CovidStop.ca

Together, we helped meet the urgent demand for protective equipment during a time of critical shortage.

Anime North — Graphic Designer, Pocket Program

2016-2019 | www.AnimeNorth.com

Collaborated with leadership to design and produce the event guide for Anime North, ensuring adherence to tight deadlines.