



SARAH WALTERS

Performance Marketing
Designer

CONTACT

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WORK EXPERIENCE

Maximus Tribe | April 2025 - Present

FREELANCE CREATIVE DIRECTOR

- **Creative Director** – Managed multiple teams across design, copy, and web.
- **Paid Marketing Lead** – Wrote creative briefs, developed paid social strategy, and managed Meta performance. Relaunched campaigns with compliant creative, scaled categories, and optimized spend to drive profitable growth.

Please.ai | Jan 2025 - April 2025

FREELANCE CREATIVE STRATEGIST

- **Brand & Creative Lead** – Led paid social creative during a fast-paced product validation sprint. Developed the visual identity and messaging framework for paid channels to test initial product-market fit with cold audiences.
- **Strategy & Analytics Partner** – Interpreted performance data across Meta to identify early traction signals. Provided strategic recommendations on creative iterations and next-step opportunities for go-to-market planning.

Mycube | Jan 2025 - Present

FREELANCE CREATIVE STRATEGIST

- **Lead Creative Strategist** – Own the full-funnel creative direction for paid social, combining luxury aesthetics with data-backed strategy to drive performance across Meta. Craft and test ad concepts, scripts, and storylines that reflect Mycube's elevated brand identity while converting high-intent buyers.
- **UGC & Brand Storytelling Director** – Develop and guide creator-led testimonial concepts tailored to target personas, ensuring each piece aligns with brand tone, visual storytelling standards, and conversion goals.

Ivy City| Sept 2024 - April 2025

FREELANCE CREATIVE STRATEGIST

- **Creative Strategy & Brand Development** – Direct all creative efforts, developing visually compelling campaigns that highlight CellarTracker's unique features. I ensure cohesive branding across marketing channels, driving engagement and user growth.
- **Data-Driven Creative Execution** – Use market insights and user data to inform design and creative decisions, aligning visual storytelling with the needs and preferences of the wine community.

EDUCATION

BACHELORS IN ART AND
COMMUNICATION DESIGN

*California State
University Northridge |
2021 - 2022*

AA GRAPHIC DESIGN

*Glendale Community
College | 2019 - 2021*

EXPERTISE

Creative Strategy

Video Editing

Graphics Design

Project Management

Branding

Video Editing

Social Media

Copy Writing

Research

E-Commerce

SOFTWARE KNOWLEDGE

Adobe Creative Suite

Canva

Webflow

Shopify

Squarespace

PERSONAL SKILLS

Creativity

Team building

Communication

Problem Solving

Leadership

thank you!

WORK EXPERIENCE - CONTINUED

Everand / May 2024 - Present

PERFORMANCE MARKETING /GROWTH/ PAID CREATIVE STRATEGY

- **Creative Strategy & Content Creation** – Lead all creative development, from ad design to content creation, ensuring consistency across channels. I produce engaging assets, including video, graphics, and copy, to drive Everand’s brand narrative and promote its extensive digital library.
- **Influencer Management & Collaboration** – Manage influencer partnerships, creating briefs and building relationships to expand Everand's reach. I work closely with influencers to produce authentic content that resonates with audiences and drives conversions.

Public Spirit / Oct 2023 - June 2024

FREELANCE CREATIVE STRATEGIST

- **Strategic Brand Development** - conceptualization and execution of strategic brand initiatives
- **Data-Driven Decision Making** - using market insights to inform creative strategies
- **Integrated Marketing Design** - Crafting visually compelling designs across various marketing channels, harmonizing aesthetics with overarching brand strategies to deliver a consistent and impactful visual identity

Quince / Nov 2022 - Present

MARKETING DESIGNER

- **Short form video creation** - crafting converting ads from UGC content
- **Conversion-Driven Creativity** - Implementing design strategies focused on driving conversions
- **Collaborative Teamwork** - Operating seamlessly within a collaborative team environment, fostering open communication and synergy to ensure the seamless integration of design elements that deliver impactful results