



• CONTACT •

sabrinashort@me.com

LinkedIn/sabrina-short

portfolio: sabrinashortportfolio.com

• EDUCATION •

BA, PHOTOJOURNALISM

**University of North Carolina at
Chapel Hill**

Chapel Hill, NC

2006-2009

**AAS, ADVERTISING &
GRAPHIC DESIGN**

Guilford Technical Comm. College

Jamestown, NC

2000-2003

• INTERNSHIPS •

PHOTOJOURNALISM INTERN

WTVD ABC11.COM

Durham, NC

SPORTS PHOTOGRAPHY

UNC ATHLETIC COMMUNICATIONS

Chapel Hill, NC

PHOTOJOURNALISM INTERN

THE MOUNTAINEER

Waynesville, NC

• WORK EXPERIENCE •

MARKETING COORDINATOR // 2022 - present

Superfici America - Concord, NC

- Project management of corporate events and trade shows including hotel accommodations, dinner reservations, SWAG, booth design, scheduling booth setup/teardown, event promotion through social media and email campaigns
- Collaborate with sales team to create marketing plans focused on branding and lead generation
- Set up and management of GoogleAds account
- Communicate and collaborate with multiple departments in our Concord, Atlanta and Italy offices and Italian ad agency to create marketing materials
- Design and implement email marketing campaigns
- Assist our Italian office with translation of marketing materials and user manuals
- Record and edit training videos showing customers how to use and maintain our products.

MARKETING COORDINATOR // 2021 - 2022

TelWare Corp. - Charlotte, NC

- Create video and graphic content for Facebook, LinkedIn & Twitter with a focus on B2B lead generation
- Edit stock video footage to create exciting content for social media, tradeshow booth video and YouTube pre-roll ads.
- Create monthly social media content calendar
- Design of retargeting ads and blip billboards
- Assist with website redesign using WordPress
- Design trade show booth and attend trade show for social media coverage
- Assist with the design of brochures, flyers and other print collateral
- Collaborate with the development team on the design of new user interfaces
- Assist with the design of email marketing and landing pages
- Utilize creative writing skills to write social media and advertising copy

MARKETING COORDINATOR // 2020 - 2021

Charlotte Skin and Laser - Charlotte, NC

- Create video/photo/graphic content with an emphasis on patient education, branding and promotions
- Recording video of patient treatments and testimonials
- Working with providers to market their individual services and treatments
- Editing vlogs recorded by aestheticians to promote services and skincare products
- Collaborate with management to develop monthly promotions
- Social media graphics: patient photos, product spotlights, infographics
- Create marketing and content calendar integrating promotions and social trends to keep followers informed and engaged
- Manage rebranding of website and social media
- Design flyers and graphics for monthly treatment and product specials
- Collaborate with local influencers to market treatments and products
- Worked remotely with minimal supervision for 8 weeks during quarantine
- Scripted, directed, recorded and produced re-opening video informing patients of changes in the clinic following quarantine

• EXPERTISE •

Project Management
Social Media Content
Commercial Multimedia Video
Adobe Premier Pro
Model Photography
Adobe Photoshop
Photography Retouching
Color Correction & Manipulation
Sports Photography
Photojournalism
Documentary Multimedia Video
Prepress Assembly
Adobe Illustrator
Graphic Design
Production Scheduling
Microsoft Office Suite

• FREELANCE •

BIG3 Basketball
Boho Blu Boutique
Minx Clothing
Raleigh News & Observer
Chapel Hill News
Raleigh Chamber of Commerce
Raleigh Visitor's Center
Hopscotch Music Festival
Intl. Bluegrass Music Assoc.
Aislados Musical
Kim Satterfield, Realtor
Charlie Watkins, Realtor
Carolina Home Mortgage Relay
Color Run
Dance Educators of America

• INTERESTS •

Carolina Basketball
Jewelry Making
Fashion & Beauty
Historical Fiction Novels
Healing Crystals & Tarot
Latino Culture & Language
Antique Cameras
Adult Coloring
Whitewater Rafting
Music

PHOTOGRAPHER & DIGITAL MEDIA SPECIALIST // 2018 - 2020

Kooks Headers - Mooresville, NC

- Collaborated with R&D and production teams to create photo/video content with an emphasis on branding, influencer marketing and ecommerce
- Create content calendar integrating product promotions and social trends
- Collaborated with web developers to redesign company website and maintain Shopify ecommerce website
- Assist with coordination and execution of local marketing events and the Performance Racing Industry trade show in Indianapolis
- Create graphics for social media advertisements and managed ads
- Demonstrated excellent time management, critical thinking and problem solving ability in a fast-paced, high-volume environment

MARKETING DIRECTOR // 2017 - 2018

Interlam, Corp. - Mount Airy, NC

- Lead a staff of three other graphic designers and up to four interns
- Project management of trade shows including booth design, organizing collateral and sample materials, meeting customers at the show, event promotion through social media and email campaigns
- Communicated with graphic designers overseas to organize the design, creation, branding of product catalogs
- Collaborated with multiple departments to create style guides and branding for new brands and product launches
- Managed the creation of large scale digital art work and patterns for use in dye sublimation and laminate products

PREPRESS TECHNICIAN // 2014 - 2017

Lazer, Inc. - Winston-Salem, NC

- Work directly with customer to identify their needs, effectively communicate those needs to team of designers, follow up with designers and provide progress updates to customer ensuring all work is completed on deadline
- Generate quotes and invoices for client that accurately reflected time spent and work completed
- Used problem-solving techniques and industry knowledge to assist client in determining the best course of action to reach the desired outcome, stay within budget and on deadline
- Digitally archive completed files in an organized fashion so they could be referenced for later projects.

STAFF PHOTOGRAPHER // 2012 - 2013

Shannon Media - Chapel Hill, NC

- Maintained CEO's personal and professional schedule including travel arrangements and client meetings with an emphasis on discretion
- Planned and executed staff and client events
- Maintained day-to-day operations of the office and 20 employees
- Photographing products and venues for advertisers, local events and photo essays for 3 publications
- Managed subscriber list of three publications
- Utilized excellent communication, critical thinking and organization skills to handle collections accounts