

SARA TORRES

Multimedia Designer · Creative Strategist · Bilingual EN/PT

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PROFESSIONAL SUMMARY

Results-driven Multimedia Designer with 7+ years of experience producing high-impact video, photography, brand design, and digital advertising creative for purpose-driven organizations. At Earth Works, served as creative lead on a 3-person team, partnering closely with an external marketing agency to produce all ad creative, video, and photography for Meta and Google Ads campaigns that reached 3.86M+ impressions at a \$0.25 CPC. Bilingual in English and Brazilian Portuguese, with a proven ability to localize content and connect brands with diverse audiences. Adept at translating business goals into compelling visual stories, from concept to final delivery.

CORE COMPETENCIES

Creative Production: Video Production & Editing, Photography, Cinematography, Post-Production, Motion Graphics, Davinci Resolve, Canva, Capcut, Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign)

Digital Marketing: Meta Ads, Google Ads, Email Marketing, Content Strategy, Social Media Management, Brand Development

Design: Brand Identity, Graphic Design, Ad Creatives, Print & Digital Layout, Content Management

Languages: Fluent English & Brazilian Portuguese (bilingual)

Soft Skills: Cross-Cultural Communication, Project Management, Creative Strategy & Leadership, Business Development, Client Collaboration

PROFESSIONAL EXPERIENCE

Multimedia Designer | **Earth Works** | Jacksonville, FL *April 2023 – November 2025*

Creative lead on a 3-person internal team, partnering with an external digital marketing agency that managed campaign setup and ad configuration. Produced all ad creatives, video content, photography, and brand visual assets across Meta, Google Ads, and email for a multi-division landscaping and garden center business.

- ▶ Produced all ad creatives for Meta campaigns that generated 3.86M impressions and 94,698 clicks at a \$0.25 CPC — significantly below the industry benchmark — contributing to 49 form fills and 891 event responses.
- ▶ Designed and produced Google Ads creatives that drove 545,767 impressions, 12,690 clicks, and 475 lead submissions on a \$14,988 annual budget, achieving a \$1.18 CPC across competitive local search terms.
- ▶ Produced YouTube content establishing Earth Works as a content resource in Northeast Florida landscaping and gardening.
- ▶ Collaborated cross-functionally with sales, marketing, and an external digital marketing agency partner to align visual creative with paid campaign strategy across 3 business divisions (Landscape, Lawn Care, Garden Center).
- ▶ Managed full post-production workflow including video editing, motion graphics, special effects, and platform-specific formatting for Meta, Google, YouTube, and email distribution.

Content Creator | **VidaCann** | Jacksonville, FL *January 2019 – July 2022*

- ▶ Developed engaging and educational social media content for a cannabis wellness brand, growing consumer interaction and brand visibility across digital channels.
- ▶ Collaborated with marketing and design teams to produce multimedia assets — including video, photography, and graphics — aligned with brand messaging and compliance requirements.
- ▶ Contributed to a consistent content pipeline that built brand credibility in a regulated, fast-evolving industry.

Freelance Multimedia Designer & Creative Strategist | **Self-Employed / Sato Creative Studio** | Jacksonville, FL

August 2018 – Present

- ▶ Founded and operate Sato Creative Studio (satocreate.com), providing B2B multimedia, brand design, video production, social media strategy, and web presence services to small and mid-size businesses.
- ▶ Serve bilingual English and Brazilian Portuguese-speaking markets, delivering end-to-end creative solutions from strategy through production and delivery.
- ▶ Manage full client lifecycle including discovery, proposal, production, and reporting — while subcontracting specialized design and web development through a Brazil-based team.

EDUCATION

Bachelor's Degree in Graphic Design | **Centro Universitário Estácio De Sá** | Fortaleza, CE — Brazil *2013 – 2017*

Specialized in typography, layout, color theory, and conceptual design. Developed user-centric solutions through collaborative project work.
