

SARAH POLLOCK

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sarahpollock.xyz

Multidisciplinary Art Director, Designer, and Creative Strategist
with a foundation in Business and 3+ years of global experience living and working in Europe, Asia, and the Middle East. My unconventional path—combining business acumen with cultural immersion and creative exploration—has shaped me into an adaptable thinker with a global, human-centered perspective and a deep understanding of how strategic storytelling communicates across borders. I am collaborative, curious, insight-driven, and well-versed in navigating the intersection of logic and creativity.

EDUCATION

University of Florida

BSBA Business Information Systems

2017-2021

Shillington Education

Certificate in Graphic Design

2021

WORK EXPERIENCE

FREELANCE DESIGNER & ART DIRECTOR

Remote
2021-Present

- Designed key assets across print, digital, brand, and campaign projects. Built scalable systems for localization and trend responsiveness.
- Led multidisciplinary creative teams through collaborative ideation, concept development, execution, and constructive guidance under tight timelines.
- Pitched and defended creative strategies, aligning visual direction with business goals and stakeholder vision.

ENGLISH TEACHING ASSISTANT

Tel Aviv/Rahat, Israel;
Madrid, Spain
2022-2024

- Developed and delivered adaptable lesson plans for classes of up to 35 students, tailoring tone, language, and teaching style across differing demographics and cultural and linguistic contexts.
- Fostered inclusive learning environments through one-on-one and small group instruction.
- Collaborated with colleagues amidst varying cultural and linguistic barriers to co-create lesson plans, coordinate instruction, and generate short and long-term strategies to support individualized student outcomes.
- Navigated unfamiliar settings with agility, cultivating skills of strong cross-cultural communication and emotional intelligence.

CREATIVE CONSULTANT & BRAND STRATEGIST

(The B.O.D.)
Remote/ Tel Aviv, Israel
2020-2023

- Shaped brand voice, identity, and digital presence; advised on campaigns, partnerships, and creative direction.
- Designed, organized, and marketed community-driven strategies integrating UGC, consumer-led focus groups, IRL events, and influencer collaborations—tripling engagement in Year 1.
- Delivered ongoing brand audits with actionable insights across visual content, brand voice, cultural positioning, scaling, supply chain, and growth trajectory.

SKILLS

Brand development and
identity systems
Cross-platform consistency
Copywriting
Content strategy
Problem-solving and quick-pivoting

SOFTWARE

Adobe InDesign, Illustrator,
Photoshop, After Effects
Figma, Procreate
Google Analytics, Asana
Google Suite, Microsoft Office
Cargo, Squarespace, Shopify