

SHERRY SANDERS

Design Portfolio: www.sherrysandersdesign.com

Arlington, TN
901.619.1943

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SENIOR GRAPHIC DESIGNER

Accomplished Graphic Designer and Digital Media Manager with a history of success and experience in all aspects of graphic design, website management, social media, app development, email marketing, and data analysis for social, websites, and other digital platforms. Bachelor's Degree in Visual Arts with a broad knowledge of design for print and digital. Developed, led, and executed complex initiatives resulting in increased market share, business growth, and higher revenues.

Key skills include:

Art Direction/Graphic Design – Project Management – Advertising – Relationship Management – Illustration – Copywriting – Digital Marketing – Brand Development – Social Media Management

EXPERIENCE

Wright Medical, Memphis, TN

February 2010 – April 2021

Digital Media Manager, Marketing Communications, April 2016 – April 2021

Designed content and managed all social media channels, websites, and email marketing. Collected, analyzed, and reported metrics across websites, social channels, physician locators, medical education webinars, and external platforms for monthly and quarterly marketing meetings.

- Directed all website projects, resulting in 4.85M users across sites for the period 2019 – 2020.
- Integrated and managed the Brightedge SEO platform across websites for keyword tracking and improving SEO, resulting in increased keyword rankings on search engine result pages 1-3.
- Created and supervised all marketing email campaigns to the sales force, and physician customers (20+/qtr.) that resulted in an HCP open rate > 40% (more than 2x industry average).
- Managed redesign of physician locators across multiple sites to provide a better user experience, resulting in 163% YOY growth for wright.com physician searches, for the period 2018 – 2019.
- Managed eMedia, Wright's library of online marketing collateral, videos, and animations, which also included initiatives that improved user experiences.
- Directed the Wright Access app project that brought eMedia's library into app format, giving the sales force easier access to eMedia marketing materials, allowing them to focus on increasing sales.
- Conducted the interview process and managed MarCom summer intern program.
- Implemented the creation and use of interactive forms throughout the organization.

Sr. Designer, Marketing Communications, February 2010 – April 2016

Designed and created marketing materials that included surgical techniques, brochures, binders, specialty products, product catalogs, posters, interactive forms, training binders, logo designs, PowerPoint templates and presentations, trade show designs, digital illustrations, websites, and image manipulation.

- Designed and managed all marketing needs for White Box Orthopedics, a new subsidiary of Wright. Rebranded White Box to Wright Direct, which included redesigning all marketing materials.
- Designed and launched Wright Medical's social media channels and handled all social media efforts, including creating graphics.
- Developed and designed a totally automated physician locator that allowed sales reps to manage their physician customers.
- Created and marketed a customizable presentation builder, allowing sales reps to create personalized presentations for customers using approved PowerPoint presentations.

- Rebranded Wright's corporate intranet, created training documents, and trained departments to make updates to their internal department pages.
- Supervised updates across Wright's websites.
- Identified process improvements and lead updates to Wright's ad and promo routing platform.

Ransom Group, Lakeland, TN

July 2005 – December 2009

Art Director / Designer/Brand Development

Created layout and design for packaging and collateral materials, including parts catalogs, brochures, signage, websites, photo illustration, 3D packaging rendering, and animated PowerPoint shows.

- Designed website templates for Firefly, a user friendly platform developed by Ransom Group.
- Contributed to digital media project to create digital motion graphics.

ADDITIONAL RELEVANT EXPERIENCE

Art Director/Graphic Designer, Sherry Sanders Graphic Design, Self-Employed, Arlington, TN

Art Director/Graphic Designer, Chandler Ehrlich & Company Advertising, Memphis, TN

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Visual Arts (BVA)

Winthrop College, Rock Hill, SC

Servant Leadership, 2021 | The New One Minute Manager, 2021

Crucial Conversations Workshop, 2019 | Transitioning from Individual Contributor to Manager, 2019

Coaching Skills for Leaders and Managers, 2019 | Marketing Excellence Training Workshop, 2017, 2019

Social Media Marketing: Optimization, 2017 | Google Analytics Essential Training, 2017

The Speed of Trust Workshop, 2015 | Conference for Adobe Photoshop Users, 2015

Digital Marketing for Media Devices Conference, 2011, 2012

TECHNICAL SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Adobe After Effects, WordPress, HTML

Microsoft Office: PowerPoint, Word, Excel, Constant Contact, Google Analytics, Social Media Channels

COMMUNITY LEADERSHIP

Board of Directors | Vice President and Secretary, First Unity Church of Memphis Board of Directors

Founding Board Member, Fayette Animal Association

Host Family, Foreign exchange students

REFERENCES

Available upon request

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REFERENCES/ RECOMMENDATIONS



Jake McCutchen
Sr. Director, Marketing at
Wright Medical
February 17, 2021, Jake managed
Sherry directly

Jake McCutchen
jake.mccutchen@stryker.com
(901) 652-8420

I have worked with Sherry at Wright Medical for over 10 years now. Most recently (over the last 2+ years), Sherry has been on my direct team as part of our Marketing Communications department. Sherry is such a pleasure to work with. She has such positive energy, maintains one of the strongest work ethics throughout all of our marketing teams and always puts forth high quality (and creative) work. Sherry also seems to go the extra mile with everything she's involved with in order to do the job right the first time. Lastly, Sherry is always eager to learn and develop. I saw this with her multiple times as she moved into digital marketing, social media and search engine optimization (SEO) at Wright. If you are looking for a self-starter and leader in the world of marketing communications, creative design or digital/social media, you need to consider Sherry!



Wade Mealer
Advertising | Branding |
Design
November 21, 2018, Wade
managed Sherry directly

Wade Mealer
wmealer@gmail.com
(662) 910-5084

Every project Sherry touches, she makes better. Sherry doesn't simply work her projects ... she ATTACKS them with a rarely-seen enthusiasm and unrelenting tenacity – all while treating her fellow colleagues with an uncommonly kind and cheerful attitude. Sherry has earned my highest possible recommendation, and I look forward to having Sherry on my team for years to come.



Steve Lamb
Senior Director Sales
Development
February 17, 2021, Steve worked
with Sherry in different groups

Steve Lamb
Sml3050@yahoo.com
(901) 326-5537

Sherry is an absolute pro, and a pleasure to work with. She combines a great eye for design, a great head for business, and an urgency to get things done right the first time. I would highly recommend her!

SHERRY SANDERS

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REFERENCES/ RECOMMENDATIONS



Cara Lyons
Director of Marketing
Communications and Patient
Outreach
March 2, 2021, Cara managed
Sherry directly

Cara Lyons
carajeanelzalyons@gmail.com
(901) 229-2762

I'll start off by saying that I can't say enough good things about Sherry and her work. If you are looking for a creative, talented designer who excels under pressure in a fast-paced environment - Sherry is 'your man'. Not only is her work of the highest agency quality, she is extremely fast in producing it. Sherry is like having 3 employees in one - in terms of production speed and in terms of the breadth of talents that she brings to a Marketing Communications team. Her skills include, but are not limited to: print design, digital design, web design, social media initiatives, illustration work, logo design, packaging design, photography direction, and photo correction.

On top of all of this, Sherry's flexible demeanor and willingness to please her clients is exceptional. She's always willing to learn something new - she proactively learns new software and techniques to maintain an up-to-date working knowledge of the industry. And, Sherry is the first to offer to take on additional tasks.

You can count on her to not only get things done in a very creative way - but with a great, flexible attitude. While Sherry has opinions about what should be done and will bring multiple ideas to the table, she can also shift gears to take specific guidance or prescriptive instruction too from her manager or from peers if they have a different vision for a project.

Sherry is an excellent team player and helpmate - always smiling and displaying a positive attitude and humor, even in difficult situations. She has advanced skills in several creative software programs, as well as PC and Mac platforms. You will love working with Sherry!