

# Hello! My name is Sara Steffens

I'm a passionate Graphic Design Team Director who leads by example and takes great pride in not only the work I do, but the team atmosphere I promote. I bring experience, leadership, strategic thinking and creativity to all projects and processes.

## Experience

### Graphic Design Team Director

Church of the Resurrection in Leawood, KS | July 2021-Current

- Manage Graphic Design team, contractors and interns; including performance evaluations, goal monitoring, mentoring and conflict resolution.
- Lead contributor to the development of impactful graphics that are strategically designed to fulfill the organization's mission
- Catalyst of brand development to support marketing and advertising
- Maintain schedules, budgets and priorities to maximize team output
- Lead and facilitate brand ideation sessions to create campaign direction
- Collaborate cross departmentally to ensure integrated marketing strategies with video production, web, social media, email, event management

### Graphic Design Manager

Church of the Resurrection in Leawood, KS | May 2014-July 2021

- Managed Graphic Design team and created graphics including logos, layouts and illustration for digital and print format
- Established and maintained project management process
- Scheduled and supervised design team projects through the design and print process
- Managed and developed corporate branding
- Generated innovative design concepts in partnership with ministry clients
- Collaborated with marketing and video team to develop sermon series, capital campaigns, new programs and locations
- Developed and maintained relationships with contractors and vendors

### Graphic Designer

Church of the Resurrection in Leawood, KS | May 2013-May 2014

- Created graphics and layouts for a variety of digital and print promotional materials including: advertisements, direct mail, worship bulletins, banners, flyers and logos
- Developed branding and graphics for live production, conference and ministries
- Collaborated with web, social and video teams to create digital graphics

### Art Director

Anthem Publishing in Overland Park, KS | June 2012-May 2013

- Supervised and mentored design team that produced *KC Magazine*, *KC Business*, *Good Health KC* and *KC Options*
- Established creative and editorial timelines that met deadlines
- Scheduled and directed photo shoots
- Created layout design for covers, internal spreads, advertisements and promotional material for Anthem publications and clients
- Established and maintained relationships with photographers, illustrators, fashion stylists, hair stylists and makeup artists

## CONTACT

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## EDUCATION

*Bachelor of Science,  
Graphic Arts Technology  
Management, Emphasis in  
Graphic Design*

University of Central Missouri  
Warrensburg, Missouri

## SKILLS

- Dynamic Leadership
- Strong Conceptual Skills
- Cross Team Collaboration
- Detail & Deadline Driven
- Strategic Planning
- Team Building
- Adaptability
- Communication Skills
- Vendor Relationship Management

## APPLICATIONS

- 📄 Adobe InDesign
- 📷 Adobe Photoshop
- 🎨 Adobe Illustrator
- 🗣️ Microsoft Teams
- 📝 Microsoft Word
- 📊 Microsoft Excel
- 📽️ Microsoft PowerPoint
- 📧 Microsoft Outlook
- 📺 ProPresenter
- 👥 Asana
- 📹 Zoom