



SARAH RANNEY

EDUCATION

2015 - 2017

Miami Ad School
Art Direction

2005 - 2009

Rider University
Bachelor of Science in Advertising
Graphic Design Minor
Magna Cum Laude

AWARDS

District Silver Addy 2016
Shortlisted Future Lions 2016
ADC Silver Cube 2017

SKILLS

Photoshop, Illustrator, InDesign,
Premiere, Figma, Midjourney, Chat
GPT, Photography, Mac OS, iWork,
Office, G-Suite, Comedy Writing
(Sketch, Satire, Standup)

CONTACT

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SALESFORCE

Senior Art Director / September 2021 - Present

Collaborated cross-functionally to develop a new high-level brand platform with a celebrity partner. Designed a full page print ad that ran in the New York Times. Developed a design system for company-wide implementation across all campaigns. Worked on guerilla-style LinkedIn social campaign.

Concepted and produced a series of docu-style films showcasing Salesforce's philanthropic work. Created a social campaign for Giving Tuesday highlighting our partners

Designed branded assets for Dreamforce down to personally hand-weaving set design elements. Concepted and produced a seven minute product demo video for Dreamforce.

Provided supervision and mentorship to creative intern.

ARGONAUT

Senior Art Director / April 2021 - September 2021

Created new business pitch-winning concept for The Zebra. Developed and produced The Zebra's first major 360 campaign including audio and visual mnemonics, radio, and four TV spots designed to set them apart in the over-saturated insurance category.

Art Director / January 2020 - April 2021

Concepted and produced on-strategy 360 degree integrated campaign for Shutterstock including TV, radio, and digital assets.

Created breakthrough social campaign for Cricket Wireless.

FCB WEST

Art Director / February 2018 - December 2019

Concepted and produced multiple TV campaigns for Clorox, including the development of an influencer game show for Facebook Live hosted by Alfonso Ribeiro.

Developed integrated social campaign for Levi's.

Created Instagram strategy and social playbook to help Hotwire revamp their social media presence.

Developed a series of Hotwire TV spots created entirely using animated stock imagery.

Concepted and produced TV campaign for Dockers.

Junior Art Director / July 2016 - February 2018

Worked on Clorox, Levi's, Ghirardelli, and a new business pitch. Created and managed agency Instagram account, including iterative content buckets. Photographed agency headshots.