

Sherrie McKinley

SherrieMcKinley.com
941-266-7927
Shemckinley@gmail.com

I'm an art director with experience producing creative content on time and on budget.

SKILLS

- Adobe CC: Indesign, Photoshop, Illustrator, Acrobat, Lightroom
- Mailchimp
- Microsoft Office
- Branding
- Typography
- Color Theory
- Press file prep including Variable Data Printing
- Art Direction Photo/ Video Shoots
- Systemizing
- Problem Solving
- Presentation
- Communication
- Time Management
- Emotional intelligence

EDUCATION

Ringling College of Art + Design

Bachelor of Fine Art
in Illustration

"An incredibly hard worker, diligent, organized and conscientious. She always goes the extra mile."

~Gordon Greenfield, COO
Sarasota Orchestra

"She's an incredible team player and goes the extra mile to make sure all projects are done in a timely manner and represent the brand in the best light. Sherrie's ability to juggle multiple projects was unlike any I've seen before."

~Siobhan Rodriguez, Media
Relations Representative,
Georgia Institute of Technology

EXPERIENCE

Graphic Design Manager » Sarasota Orchestra » Sept 2008 - June 2021

This 76-member professional Orchestra performs more than 100 concerts each year, plus a full calendar of youth education programs. Starting in an entry level position and growing into management, I developed an efficient system of project management for the entire visual language of the organization. I conceived graphic design for print and digital, art directed photo shoots, and upheld brand standards for the organization. I strengthened working relationships with print vendors and outside contractors like photographers and cultivated my colleagues into a champion marketing team.

- Art directed photo and video shoots including; coordinated schedules, secured locations, styled costumes and props. Retouched images.
- Revitalized advertising assets of a concert series with ailing attendance by creating stylized photography of concert themes using musicians as models which resulted in concerts selling out again.
- Designed marketing materials that complied with brand guidelines and connected with audiences across platforms from print to social to digital.
- Created lasting relationships with outsourced vendors including offset and digital printers and photographers and videographers.
- Systemized schedule of ads, direct mail, programs, event signage, invitations, social media and email campaigns for over 25 distinct campaigns.
- Collaborated with Web manager, PR and Social Media manager, and Communications manager to grow the organization's brand and message across multiple platforms.
- Spearheaded community outreach programs in the art gallery at Symphony Center. Curated works, managed artists and brought in as much as \$5K income annual revenue from sales.
- Awarded ADDY silver award for season campaign in 2020.

Creative producer » Flying Car Pictures » Jan 2011 - May 2014

Flying Car Pictures is an independent film production company focusing on science fiction and fantastic stories. As Creative Producer I organized logistics and managed teams on seven films. I mobilized 12-50 creatives on each project to produce video on a micro budget in an environment of empathy, persuasion, and service.

- Recruited volunteer Camera, Sound, and Art Departments crew.
- Coordinated auditions: Posted casting call, secured space, found volunteers, organized timetable of day.
- Executed production breakdown of script and planned shooting schedule with Director.
- Conceived and secured filming locations.
- Apprised cast, crew, location and property owners of evolving schedules.
- Produced and distributed call sheets for each shooting day.
- Organized all lunch catering and craft services.
- Oversaw shoot with all prep completed, and adapted solutions for when things didn't go to plan.
- Awarded Honorable Mention Boston Science Fiction Film Festival 2013.
- Showcased films in seven festivals nationwide.

Owner, Designer » Beautifully Handmade Stationery » July 2003 - Aug 2008

- Designed and handmade bespoke invitation packages for weddings, parties and events.
- Advised and consulted with clients on the creative possibilities for their event.
- Identified new products, trends, and industry standards.
- Promoted Beautifully Handmade to the public via networking groups, bridal shows, and website.