

SARA KENT TROLLINGER

EDUCATION

University of North Carolina at Chapel Hill

Hussman School of Journalism and Media

BA in Journalism expected May 2024

Minors in Environmental Justice and Sustainability

Instituto Lorenzo de' Medici in Florence, Italy

May 2023 – July 2023

Program: Ceramics

Spent a summer in Italy studying Ceramics and Florentine history

CONTACT

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EXPERIENCE

UX Design and Usability course, Fall 2022

- Developed interactive mockups through Adobe XD to showcase a proposed accessible music player application
- Completed usability testing, personas, and empathy mapping on the proposed application

Art Direction in Advertising course, Fall 2023

- Built a brand from scratch and designed brand assets and merchandise
- Established a plan for a marketing campaign for UNC FashionMash's program partner for Spring 2024, Stella Beauty

Magazine Design course, Fall 2023

- Designated by the professor as the Art Director for one of the semester publications
- Guided and mentored classmates through their individual contributions to the publication
- Designed style guide assets for the team and compiled the magazine to be published using Adobe InDesign

Marketing and Multimedia Intern, Ackerman Center for Excellence in Sustainability

Chapel Hill, NC, August 2023 – December 2023

- Engaged with students across the world to encourage participation in the Bank of America Launching Investment for Future Transformation (LIFT) Challenge
- Researched blended finance initiatives in the realm of sustainable textiles
- Utilized both Adobe Illustrator and Canva to create social media posts promoting the LIFT Challenge

Head of Publicity, Pauper Players Student Theatre Troupe

Chapel Hill, NC, May 2023 – Present

- Engages with a network of current and former students and community members by promoting theatre events on campus as well as across Instagram, Facebook, and Twitter
- Manages the Pauper website and the LinkTree
- Works directly with executive members of other theatre troupes for any campus-wide collaborations

Student Intern, UNC Institute for the Environment's Cleantech Corner

Chapel Hill, NC, January 2021 – May 2021

- Moderated an Earth Day Webinar with educators from the Danish Institute for Study Abroad (DIS)
 - Created social media graphics on Canva that were featured on Instagram, Twitter, Facebook, and LinkedIn
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SKILLS

Adobe InDesign

Adobe Illustrator

Adobe XD

Adobe Photoshop

Adobe Lightroom

Adobe Premiere Pro

Basic HTML and CSS

DSLR Camera operation

WordPress

User Interface Design

Wireframing