

Sarah Michella Keck

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Design Bachelor

Trilingual

Event
Coordination

International

Technical Skills & Experiences

Adobe Suite

- InDesign
- Illustrator
- Photoshop

Graphic Design

- Flyers
- Add Campaigns (Posters; Online Adds (static and animated))
- Visual Identities
- Video editing

Campaign Management

- Meta Business Suite (Instagram & Facebook)
- Post-programming
- Add-placement

Other Editing Software

- Canva
- Premiere Pro & CapCut
- Rhino (& Grasshopper)
- Keyshot

Native in Mac & Windows operating systems

Personal Skills

optimistic

thoughtful

sociable

curious

I like to be an accomodating and constructive person to be around. Good communication, process-related feedback and progress give me satisfaction.

Languages

German

English

Italian

Mothertongue

Native level (After completing highschool & university studies with english as base language)

B2 CEFR (Common European Framework of Reference for Languages)

Work Experience

FREELANCING 05/2025-ONWARDS	Graphics Design Freelancer
PURNAMH LANA, ITALY 11/2023-04/2025	Graphic Design in marketing Conception and production of content for the social media channels of Pur Südtirol, Naturalia, Meraner Weinhaus, a. Pur Suisse; Visual design and preparation of print media; Packaging design; Visual identity of events ("Meran Vegan"); communication with printers
LUNGOMARE BOLZANO, ITALY 04/2023-09/2023	Event Production (Internship) Organisation a. coordination of events; Planning and execution of advertisement strategy, socialmedia management; Press-relations
BYD DAIMLER NEW TECHNOLOGY (DENZA) SHENZHEN, CHINA 09/2015 -11/2015	Marketing (Internship)

Academic Experience

2019-2023	Free University of Bolzano (UNIBZ), Studies: Trilingual Bachelor in Product & Graphic Design Extra-Curricular: Student Rep. , communication between students and faculty (2021-2022); " Lampele ", Re-founding of the student-initiative "Lampele", organisation/coordination of events (independent and in collaboration with University projects). Exhibitions; workshops; festivities (2022-2023)
2018-2019	IMAL (International Munich Artlab), orientational year in arts, design & culture
2017-2018	Ludwig Maximilian Universität, München Studies: major in bachelor political sciences, minor in sociology
2011-2015	Shekou International School, Shenzhen, China Highschool Diploma in English: International Baccalaureate

Volunteering

"OKRA GARDEN" 2022-2023	Setting up a field, planting and caring for Okra and various other vegetables/herbs to support a local store owners supply of vegetables. Community garden project.
"FIERCE" EXHIBITION DRIN, BOLZANO 2022	An exhibition of works produced by Ukrainian Artists, addressing the ongoing war. Coordination with the exhibition space (DRIN, Bolzano); Exhibition set-up; Advertising