

PROFESSIONAL PROFILE:

For the past 10 years, Sarah has excelled in the realm of digital marketing with a focus on industrial companies including Bigfoot Crane Company, All-Pro Energy Services, BC Crane Safety, Norland Limited, and more. Now passionate about construction & hands on work, she has begun to pursue her red seal in HVAC.

She is comfortable with home power tools and regularly works with soldering irons for electronics projects. Loves exploring new skills, is detail-oriented, and works dedicatedly to solve problems for clients & customers.

EDUCATION HISTORY:

Fall Protection Training Certificate. 2024

Worksite Safety

Graphic and Digital Design Diploma. 2017 – 2020

University of the Fraser Valley

WORK EXPERIENCE:

Graphics, Web, & Photo/Video at Pohl Strategic Marketing. Jan 2021 – Current
(Previously known as Wiebe Industrial Services)

#303B 2940 Clearbrook Rd, Abbotsford, BC

- Carried out and led video and photo shoots (including drone video & photo) for clients such as Bigfoot Crane, All-Pro Energy, Peak Access, etc.
- Passed proper safety training when necessary to gain jobsite access & occasional crane climbing access & for the best shots.
- Developed paid and organic social media campaigns for industrial & architectural companies.
- Designed and programmed websites from start to finish.
- Led email campaigns for companies including Mainland Machinery, Dynamic Fenestration, etc.

Freelance Graphic Designer. January 2020 – Current

Sarah Wiebe Design, Abbotsford, BC

- Built brand identities for local companies & scheduled and designed social media rollouts for them.
- Created and managed packaging design for local candle company, Wick & Wicker.

Marketer at NWT & Nunavut Chamber of Mines. July 2022 – February 2023

4-5120 49 Street Yellowknife, NT

- Worked alongside the General Manager to create social media campaigns to help increase job applications from young people for the Chamber of Mines.
- Worked alongside the GM, Premier of Nunavut, and CEOs of large mining companies to develop marketing materials for Nunavut Night Vancouver 2023, a major conference celebrating Nunavut's mineral sector, including brochures, multiple 6 foot banners, posters, teeshirts and more.
- Carried out event photography for Nunavut Night .

Landscaper at Golden Touch Landscape Care. August 2017 - March 2018

Abbotsford, BC

- Planted trees, flowers, and bushes with bone meal for clients and spread new dirt/mulch when needed. Paid attention to detail so plants were well spaced out and looked premium.
- Provided regular maintenance of gardens to clients, including pruning and shaping of bushes, flowers, hedges, and trees in the spring/summer season.
- Cleaned out leaves & dead plants from gardens & carried debris back to the trucks to be disposed of in the colder months.
- Worked together with the team to build a brick retaining wall at a local apartment building.

PERSONAL SKILL SET:

Quick + eager learner

Reliable + hardworking

Dedicated problem solver

Enjoys hands on work

Positive + enthusiastic

Values integrity

Loves challenge

Works well individually or in a team

Ability to work in unique settings

TECHNICAL SKILL SET:

Power tools

Safety procedures

3D printing

Soldering

Management

Photo & video

Electronics tinkering

Understanding error codes

Building computers

Measuring

Drone piloting

HOBBIES/EXTRA-CURRICULAR ACTIVITIES:

Adding to my record collection

Refurbishing retro consoles

Indie video games

Building custom keyboards

Fishing and hiking

REFERENCES:

Jason Pohl: 778.808.9746, jason@pohlstrategic.com

Owner of Pohl Strategic Marketing

Ravi Bhatti: 250.859.9785, ravi.bhatti31@hotmail.com

Friend; 4th year HVAC & Gas B Apprentice

PERSONAL EQUIPMENT:

Equipment: Home improvement, soldering, and electronics tools, PPE.

Transport: Car & Class 5 Drivers License

3D Printer: Ender 3 Pro