

Sarah Maxwell

119 Ave A, #2R, New York, NY, 10009

Cell. 917.686.2440

E-mail. maxwell_sarah@hotmail.com

Heeb Magazine, New York, NY

Creative Director (08/2006 - present)

Associate Publisher (02/2004 - 08/2006)

- Responsible for overall aesthetic of brand, consult on magazine layout, design materials including advertisements, invitations and media kit.
- Conceptualize and direct high-profile cover shoots, celebrity features, in-house advertising campaigns and all fashion editorial.
- Assemble, manage and utilize lists of illustrators, photographers and stylists, assigning work to appropriate candidates.
- Responsible for production of all events, including quarterly issue release parties, the *Heeb* International Film Festival in London and a bi-coastal photographic exhibition that traveled from New York to Los Angeles.
- Create and manage media partnerships, secure long and short-term sponsorships, develop press contacts, generate press coverage and continually build brand awareness.

index Magazine, New York, NY

Editorial Assistant (09/2004 - 02/2005)

- Assisted editorial, design and advertising team with daily tasks
- Researched information and images for upcoming features
- Edited and retouched photographs

Oded Halahmy Foundation of the Arts, New York, NY

Designer/ In-House Photographer (09/2004 - 11/2004)

- Designed layout of the artist's photography book
- Made final edit of photographs and text

Ivan Jones, London, UK

First Photographic Assistant (06/2003 - 02/2004)

- Assisted on prominent photo shoots for clients including *IDFX* magazine, *The Telegraph*, *Drapers* and *Star*
- Initiated and constructed props and sets under time constraints, ensured delivery and return of equipment

Deluxe Gallery, London, UK

Assistant to Gallery Events Manager (06/2003 - 02/2004)

- Assisted at all levels of client liaison and research
- Personally responsible for day-to-day running of event office support, as well as dealing with queries from the public and trade
- Assessed artists' portfolios and co-curated Summer exhibition, 'Luxury Apartments for Sale'

EDUCATION:

2000 - 2003 BA (Hons) Fine Art/ Central Saint Martins School of Art, London

2001 - 2002 Semester abroad at the Pratt Institute, Brooklyn, New York

1999 - 2000 BTEC Diploma in Art and Design / Middlesex University, London

SKILLS:

Fluent in Microsoft Word, Excel and PowerPoint

Expert in all Adobe CS2 programs, Photoshop, InDesign, Illustrator, ImageReady

Skilled in basic HTML and Dreamweaver

Knowledge of Fetch 4.0.3 and other similar FTP clients

Computer literate and quick to learn news programs and formats