

SARAH HOKUF

STRATEGIC CREATIVE DIRECTOR



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📍 Bemidji, Minnesota

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PROFILE

I am a natural leader and have used my creative & tech-minded skills to contribute to the Advertising industry since 1998. I have served clients through the process of designing, developing, deploying, and supporting web based solutions and marketing materials.

SKILLS

- Management
- Strategic Thinker
- Creative Direction & Design
- Technology / IT
- Project Management
- Adobe and Google Suite
- CMS and E-commerce

EDUCATION

Hennepin Technical College
Classes consisted of hands-on, technical-oriented computer training in design, dev & print industry.

AAS Degree: Web Site Design
Diploma: Electronic Publishing

1997 - 2003

BOARDS

Habitat for Humanity (2025 - PRESENT)

United Way of Bemidji (2018 - 2024)

Evolve Creative (2020 - PRESENT)

EXPERIENCE

MARKETING MANAGER

AirCorps Aviation: 2023 - PRESENT

Marketing for an aerospace manufacturing company. 80 employees. Manage websites and all creative initiatives for customers and employee recruitment.

FOUNDER / CREATIVE DIRECTOR / DEVELOPER

Evolve Creative: 2004 - 2023

Founded design agency in 2004, grew it and sold company in 2020. Stayed on as Managing Director of 8 employees for 4 more years. Served over 100 clients.

SENIOR ACCOUNT EXECUTIVE

Nerdery: 2008-2009

Developed relationships and new business with marketing, advertising, design and PR firms across the Twin Cities and the East Coast. This was mainly a Sales role for new projects and partnerships.

PRODUCTION SUPERVISOR

Northern Tool & Equipment: 1999 - 2004

Promoted from Graphic Designer to Senior Designer to Supervisor at the age of 25. Provided schedules, art direction, production assistance, and leadership to eight designers (for catalog and retail).

ADVERTISING ADMINISTRATOR

International Hairgoods, Inc.: 1996 - 1999