

SABRINA FLORES GOINS

Creative Strategist

Photographer

Graphic Designer

Multidisciplinary creative with a decade of experience building visual stories and brand identities across print, digital, and experiential media.



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EXPERIENCE

Director of Design, Media Communications

Relentless Awareness 2019–Present

- Leads end-to-end creative & communications development for a diverse portfolio of clients across technology, tourism, education, entertainment, retail, healthcare, government, and social services.
- Oversees brand management, public relations, integrated marketing campaigns, social media graphics, web design, digital & print media, ad development, and more.
- Serves as clients' primary contact, managing relationships and projects from initial concept through final delivery.
- Additional responsibilities include photography, public relations management, press release development, event coordination, copy writing, and social media strategy.

Photographer & Graphic Designer

Flores Photography & Design 2018–Present

- Works independently offering photography and graphic design services across **branding, editorial, commercial, event, and portrait work**.
- Specializes in producing imagery built for seamless integration into design projects.
- In recent years, cultivated a notable presence in **New York's political space**, documenting major news events and delivering headshots and campaign photography for members of Congress, state senators, mayors, and elected officials throughout the Capital Region.
- Additional services include brand identity, print and digital design, marketing collateral, and visual content development.

President

University Photography Service 2015–2019

- Led the University at Albany's official photography organization, overseeing campus event documentation, curated studio productions, and photography education across all skill levels.
- Grew the organization to its largest membership in over 50 years, managing a team of 80+ student photographers. Today, UPS maintains an active alumni network of 1,000+ professionals working in photography worldwide.

NOTABLE WORK

Lead Designer & Festival Marketing Manager

Albany Chefs' Food & Wine Festival 2022–2025

- Served as the sole designer for Upstate New York's largest annual three-day event, generating all festival graphics, marketing, and brand materials.
- Developed the visual identity for each year's theme and produced unified collateral designs across every audience touchpoint — including the festival's **website, mobile app, advertisements, billboards, social media, newsletters, interactive display signage, print materials, and merchandise**.
- Redesigned the festival's primary logo and spin-off event logos.

Published Photography

New York Magazine (Curbed) · Essence · Albany Times Union (front page)
I Love New York: Capital Region Visitors Guide (2023, 2024) · WAMC
New York State Writers Institute

SKILLS

- Public Relations & Communications
- Photography & Videography
- Graphic Design & Brand Development
- Web Design
- Social Media Strategy & Management
- Event Coordination & Planning
- Client & Project Management
- Paid Media Strategy

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Adobe InDesign
- Adobe Premiere
- Final Cut Pro
- Microsoft 365
- Airtable

EDUCATION

State University of New York — Albany

Bachelor of Arts | Communications, Journalism, Photography

PORTFOLIO & MORE

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