

SARA L DONNELLY

BUSINESS PROFESSIONAL

PROFESSIONAL SUMMARY

Business professional with extensive experience in digital marketing, customer experience and business administration. Energetic and organized worker with strong communication, interpersonal and professional skill sets.

CONTACT DETAILS

707.934.7381
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www.saraldonnelly.com

SKILLS & ABILITIES

TECH SKILLS: Microsoft Outlook, Word, Excel, and Powerpoint; Adobe Photoshop; Constant Contact; Mailchimp email and landing pages; CMS's including Weebly, Wordpress, Shopify, Zola, Slack, FameBit, Zendesk, G Suite, and Canva; digital marketing using Facebook, Twitter, Instagram, Pinterest and Google Ads

TRANSFERABLE SKILLS: Fast learner; self-starter; highly organized; strong leader as well as team player; dependable; detail oriented; customer champion; genuine; strong verbal and written communication skills

AWARDS

ORCAS ISLAND CHAMBER OF COMMERCE Excellence in Business Marketing 2018 - Orcas Island Film Festival

REFERENCES

ORCASONG FARM Ariana Terrence 818.427.2618

ORCAS ISLAND FILM FESTIVAL

Production Jared Lovejoy 206.679.5683

Marketing Donna Laslo 360.378.7527

NORTH SHORE CHARTERS Marty Mead 360.317.4323

MINDPLACE Anji Ringzin 360.440.6830

ORCAS CENTER Laura Kussman 360.376.2281

EMPLOYMENT HISTORY

ORCASONG FARM | orcasong.com | Events & Marketing Manager | Eastsound, WA | *January 2020 - Present*

Work to develop and implement a comprehensive social media and digital marketing strategy. Manage all social media accounts; Create targeted ads; Content creation including: writing sales and blog copy, social media imagery, newsletters, and video content; Own all marketing related activities and closely monitor marketing budget to ensure it stays at or under established limits. Manage all calendars and sales of events for the farm. Nurture client relationship from beginning to completion of event. Create events based on the farm for community.

ESELDEE DESIGNS | eselde.com | Design & Marketing Firm Owner | Eastsound, WA | *January 2012 - January 2020*

Help small businesses expand their online presence through social media, digital marketing, content creation, web design and management. Assist with branding strategies and logo creation; organize product launch events; develop advertising content for print and online; create press kits and consumer product information packets.

ORCAS ISLAND FILM FESTIVAL | orcasfilmfest.com Digital Marketing Manager | Production Team | Eastsound, WA | *August 2014 - January 2020*

Production team member. Work with team to manage and coordinate festival events. Collaborate with marketing department to plan, develop and implement social media and digital marketing campaigns. Manage all social media accounts; Act as a media liaison to ensure professional lines of communication between the organization and advertising partners; Develop engaging content for social media, online advertising and print; Monitor marketing expenditures to stay within budget.

EMPLOYMENT CONTINUED

NORTH SHORE CHARTERS | orcasislandadventures.com
Guest Services Coordinator & Office Manager | Eastsound, WA
September 2016 - September 2019

Guest Services Manager and administrative duties including: organize calendars and trip schedules, complete and file paperwork, take customer phone calls and create custom private trips according to their needs, set charter pick-up and departure times. Handle sensitive and private data regularly; Manage trips and coordinate Captains schedules; Acknowledge customer issues and resolve problems quickly and efficiently.

MINDPLACE | mindplace.com | Digital Marketing & Affiliate Manager/Recruiter | Eastsound, WA
November 2017 - April 2019

Collaborate with marketing department to develop and implement a comprehensive social media and digital marketing strategy. Manage all social media accounts; Create landing pages for specific products and targeted ads; Content creation including: consumer product information packets, company blogs, social media imagery; Produce sales and marketing newsletters for email lists; Recruit, develop and maintain influencer and company affiliate relationships; Closely monitor marketing budget to ensure it stays at or under established limits.

ORCAS CENTER | orcascenter.com | Social Media Marketing | Eastsound, WA
January 2018 - September 2018

Collaborated with marketing department to plan, develop and implement a comprehensive social media strategy. Developed engaging advertising media and imagery for online publication and social media campaigns.

FREE TO ROCK | freetorockmovie.com | Web Design & Promotion and Advertising | Rancho Santa Fe, CA
December 2014 - December 2017

Created website, press kit, social media and email lists. Promoted film using social media, written press releases and utilizing free online event publications. Event promotion through public relations and advertising; Organized guest lists and itineraries for national and international events.

TASTEMADE & PROPHECY WINES | Gather Here | Location Manager & Production Coordinator | Eastsound, WA
June 2017

Production Coordinator for episode 2 of Gather Here, a cooking series featuring Chef Guy Turland. Organized the film shoot and its production needs including, location procurement and management, timing of interviews and activities, talent recruitment and local information packet.

GREAT WAVES OF ANGELS AND POETRY | Book Design
January 2017

Complete book design and formatting. Cover and back cover design. Developed appropriate imagery and text. Used InDesign for print and ebook sizes.

LYME LOONIES | lymeloonies.com | Co-Author & Design
October 2015

The first cartoon book about Lyme Disease, created by David Skidmore. The book captures and illuminates the struggles faced by those with Lyme Disease.

EDUCATION

SAN JOSE STATE UNIVERSITY | Bachelor of Science in Business Marketing & Management | May 2010

CABRILLO COMMUNITY COLLEGE | Associate of Arts & Sciences in Business Administration | May 2007