

# SARA L DONNELLY

Business Professional

## PROFESSIONAL SUMMARY

Business professional with extensive experience in digital marketing, business management and administration. Passionate and energetic worker with strong communication skills, interpersonal and professional skill sets.

## CONTACT DETAILS

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Eastsound, WA

## SKILLS & ABILITIES

**TECH SKILLS:** MS Office including live PowerPoint presentations; Adobe Photoshop; Mailchimp email and landing pages; CMS's including Weebly, Shopify, Zola, Slack, FameBit, Zendesk, Google Docs, and Canva; digital marketing using Facebook, Twitter, Instagram, Pinterest and Google Ads

**TRANSFERABLE SKILLS:** fast learner; self-starter; well organized; strong leader as well as team player; dependable; detail oriented; customer champion; clear communicator

## AWARDS

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

## EMPLOYMENT HISTORY

**ESELDEE DESIGNS** | eseldee.com | Design & Marketing Firm  
Owner/Manager | Eastsound, WA | *January 2012 - Present*

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 Specialist | Production Team | Eastsound, WA | *August 2014 - Present*

Production team member. 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 public; Manage incoming information queries from consumers and media outlets; Develop engaging content for social media, online advertising and print; Monitor marketing expenditures to stay within budget.

**NORTH SHORE CHARTERS** | orcasislandadventures.com  
Business & Office Manager | Eastsound, WA  
*September 2016 - Present*

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.

## EMPLOYMENT CONTINUED

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

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, writing 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 | Production Manager | Eastsound, WA  
*June 2017*

Production manager 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