Sarah T. Harvey

Communications and Design Professional

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QUALIFICATIONS

Experienced communications and design professional who excels at collaborating with cross-functional teams to implement strategic and successful messaging.

Front-end web design and management, Drupal & WordPress (14+ years) • Graphic and marketing design (10+ years) • Presentation design (8+ years) • CRM email marketing (6+ years) • Adobe Creative & Microsoft Office Suites

PROFESSIONAL EXPERIENCE

Associate Director of Communications and Digital Content **September 2021–present**
Digital Content Manager **September 2016–August 2021**
UMass Amherst College of Engineering

- Oversee art direction and implement brand best practices across the College of Engineering
- Work closely with key members of the communications team and senior leadership to ensure all digital content, including website, associated subsites, and social channel content, is accurate, strategic, and reflective of the user journey for various audiences.
- Provide guidance on and ensure best practices of branding standards across all materials to administrative offices and departments
- Design and maintain a comprehensive database of presentation materials and digital assets for use by senior leadership across the college
- Serve as lead administrator of Salesforce Marketing Cloud CRM; oversee full life-cycle of CRM communications with an emphasis on quality, timeliness, and designing for multiple audiences
- Work closely with secondary Marketing Cloud administrators to provide CRM guidance, training, and support, and partner with central campus CRM administrators to ensure best practices
- Design print and digital marketing materials and collateral for various offices and departments, including significant development campaigns, as well as work closely with vendors to ensure production and quality excellence
- Provide editing and post-production of marketing videos

Web Manager **May 2006–August 2016**
UMass Amherst College of Engineering

- Implemented a comprehensive rebuild of College of Engineering website into Drupal CMS, including migration of 1000+ pages and digital assets.
- Oversaw all College of Engineering websites and associated digital assets

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- Worked across diverse teams to create and manage a digital presence that enhanced and communicated the strategic goals of the College
- Designed digital graphic assets to match brand goals and adhere to best practices; administered university- and college-wide Digital Asset Management systems
- Created and substantially grew all major social channels, expanding the College's presence with key demographics

EDUCATION

Professional Certificate, Graphic Design • Sessions College **May 2010**

B.A., Liberal Arts • Hampshire College **May 2005**

RELEVANT COMPETENCIES

Content Management Systems (WordPress & Drupal) • Web design (HTML & CSS) • Adobe Suite (Photoshop, InDesign, Illustrator, Premiere Pro) • Customer Relationship Management (iModules, Salesforce Marketing Cloud) • Digital Asset Management (Widen, Google Workspace, OneDrive/SharePoint) • Social Media Platforms (Twitter, Instagram, LinkedIn, Facebook) • Productivity (Airtable, Todoist) • Microsoft Office Suite