SARAHMOSELEY

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SUMMARY

Strategic and creative **marketing and branding professional** with expertise leading and collaborating to achieve business and brand goals in both nonprofit and for profit businesses. A strong visual and written communicator who develops and implements innovative and data-driven marketing and branding plans to maximize brand awareness while increasing engagement. Proactive problem solver with expertise in collaborating across departments to align operations and brand.

AREAS OF EXPERTISE

- Cross-functional collaborative executive leadership
- Strategic and creative branding
- Planning and execution of digital and traditional marketing
- Fiscal and budget management
- Art direction and creative direction
- Content and project management
- Staff recruitment, development, and leadership
- Strategic public and media relations
- Internal and external communications
- Writing and editing

EDUCATION

Rhode Island School of Design, M.F.A. with Honors
Cornell University, B.A. Magna cum Laude

CAREER HISTORY

Marketing & Communications Director- Planned Parenthood of Southwestern Oregon
Eugene, Oregon Jan 2011 – present

As a member of leadership team of vice presidents, focus on driving organizational and strategic planning initiatives, vision, and direction for a nonprofit health care and education affiliate. Organization includes a staff of 100 delivering 35,000 patient visits annually through seven health centers.

- Initiated and leading multi-departmental initiative to transform internal communications and training systems.
- Co-founder and chair national branding and marketing affinity group (BAM) that leverages impact and collaboration among Planned Parenthood marketing professionals nationwide.
- Participate in the Planned Parenthood national executive branding committee as an invited member.
- Lead the multi-departmental transformation of client experience by transforming look-and-feel of all health centers and printed materials, elevating customer service, and aligning brand touch-points.
- Develop and manage successful PR and media strategy resulting in 150% increase in earned media.
- Develop and implement systems, policies, and plans for branding, marketing, customer services, and communications that align activities with strategic priorities.
- Successfully led organization to integrate a data-driven approach to decision-making by developing key performance metrics across organization.
- Hire and manage outside advertising agency, freelancers, staff, volunteers, and interns, effectively cultivating strengths and motivating team to meet high standards.
- Write copy, provide art direction, and creative direction for marketing collateral, television commercials, photo shoots, and video to achieve effective, high impact campaigns that deliver brand promise.

Managing Principal- Sockit Projects LLC
New York City, NY 2004 – 2010

As a producer, agent, and consultant, developed and marketed creative licensing and publishing projects with an emphasis on branding, promotion, deal making, intellectual property management, and strategic business planning.

- Discovered and cultivated creative talent and provided creative direction and production management of visual books and licensed goods. Developed proposals, pitched projects, and negotiated deals with publishers and licensors including Simon & Schuster, Penguin, Random House, Papyrus, and Chronicle Books.
- Advised both for-profit and non-profit clients on effective branding and marketing.
- Promoted books, authors, and artists, creating promotional events to increase press coverage. Products featured in major media including *The New York Times, The New Yorker, Martha Stewart, Anderson Cooper, Daily Candy, NPR's Fresh Air, Bust,* and *Lucky*.
- Advised clients on intellectual property management including negotiating favorable contracts, exploiting ancillary product and film/television rights, trade-marking, and addressing copyright infringement.

Managing Partner- Vinnie Brand
New York City, NY 2001 - 2006

As a managing partner, lead award-winning graphic and product designer specializing in design and creation of products and packages with a humorous sensibility. Products were licensed and marketed worldwide.

- Art directed scores of bestselling product/package designs.
- Led and facilitated public relations events and campaigns that resulted in millions of impressions for products in magazines, TV, and radio including *Jane*, *Bust*, *New York Post*, *The Other Half*, and *Oxygen Network*.
- Negotiated deals and intellectual property contracts for animation projects, book publishing, and licensing.

Director- DeChiara Gallery
New York City, NY 2001 - 2002

Managed the Manhattan branch of contemporary art gallery müllerdechiara (Berlin), generating sales and publicity for the gallery and artists.

Associate Director- Christine Burgin Gallery
New York City, NY 1999 – 2000

Worked with owner to launch successful new contemporary Chelsea art gallery, including establishing all business systems.

Studio Manager- William Wegman
New York City, NY 1998 - 1999

Coordinated with museums, galleries, and publishers to organize major art shows, benefits, photo shoots, product and book production, and appearances with the internationally acclaimed artist, William Wegman.

- Managed and streamlined the artist's multifaceted studio and office.
- Cultivated and managed trusted relationships with publishers, lawyers, advertising agencies, and magazines in licensing and use of Mr. Wegman's artwork and photography.

VOLUNTEER ACTIVITIES

Board Member, Board of Directors- Flintridge Foundation
Pasadena, CA 2001 - 2006
Provided art, community service, and nonprofit expertise and direction for annual grant giving campaign involving approximately $1.7 million in the areas of art, theater, environment, and community services.

- Participated in the transition from hired management firm to internally managed institution including developing staffing policies and fiscal and legal changes.

Co-Founder- Renewable Brooklyn
Brooklyn, NY 2006
Co-created Renewable Brooklyn to raise money and awareness for sustainability issues in Brooklyn.

- Planned and organized an art exhibit by engaging high-profile graffiti artists raising $10,000 for the Center for the Urban Environment.
- Produced an award-winning companion book featuring ecologically-friendly printing and design.