

EDUCATION

Carnegie Mellon University '20

Master in Arts Management

University of Central Florida '18

Bachelor of Arts: Advertising & PR
Bachelor of Arts: Theatre Studies

Minors:

Performing Arts Administration &
Creative Writing

Undergraduate Thesis in Audience
Development & Public Relations

PROGRAMS

*CERTIFIED

Graphic Design

Adobe Photoshop*, Adobe
InDesign, Adobe Illustrator, Unity,
Adobe AfterEffects, Adobe
Dimension, Procreate, Canva

Video + 3D

Adobe Premiere Pro*, Unity, Adobe
AfterEffects, Adobe Dimension

SEO

Google Ads*, Google Analytics*

Website

Drupal, Wordpress, Wix

Data Management + Visualization

Kindful, Salesforce, ArcGIS,
Tableau, Experience in R

Social

Hootsuite*, Buffer

SKILLS

Creative

Branding, Photo + Video, Design
Thinking, Playwriting, Music
Composition, Story Development

Technical

Copyediting, Email Strategy, Social
Media Marketing, Research

Interpersonal

Servant-leadership, Eager learner,
Goofball (when appropriate)

Sarah Schreck

☎ (904) 708-2093

✉ imsarahschreck@gmail.com

📄 sarahschreck.com

📍 [@imsarahschreck](https://www.instagram.com/imsarahschreck)

CREATIVE MARKETER, MAKER, & MANAGER.

MANAGER OF MARKETING

August 2019 - Present

Greater Pittsburgh Arts Council

- Planned, managed, and designed multiple annual regional marketing, event promotion, & giving campaigns
- Managed five social channels (organic and paid) leading to an 86% increase in engagement in the last two years
- Composed monthly newsletters and blog posts for audiences of 3,000+
- Designed rack cards, booklets, video tours, posters, banners, and event graphics as sole on-staff multimedia producer
- Wrote press releases for grant programs and special events

DIGITAL MARKETING SPECIALIST

June '20 - Sept. '21

Quantum Theatre

(Intern Sept. '18 - June '19)

- Coordinated strategy and content with design firm
- Boosted Facebook reach by 89% and engagement by 86% in six months
- Filmed and edited season launch (unscripted) and show promotion (creative)
- Wrote event press releases, segmented email campaigns, and web copy
- Designed collateral (tickets, program inserts, brochures, education packets)

ADMINISTRATIVE INTERN

Sept. '19 - May '20

Attack Theatre

- Designed interactive video content for educational youth dance videos
- Cleaned and analyzed financial and programming data
- Composed grant language from research and programming data

FRONT OF HOUSE + EDUCATION STAFF

Nov. '18 - March '19

Pittsburgh Public Theater

- Designed student matinee education guides & interactive lobby displays
- Co-hosted guided talkback/post-show conversations & accessibility nights
- Ran show captioning using D-Scripton devices

FESTIVAL ADMINISTRATIVE INTERN

Spring - Summer '17

Orlando Fringe Festival

- As Marketing Director's right hand, managed live social and "Fringeterns"
- Designed materials including 12 Geofilters, posters, and banners
- Served as a production assistant for preview events and as artist support

SOCIAL MEDIA MANAGER

Nov. '15 - Aug '16

Crank Communications

- Established position by maintaining 10+ separate voices in curated and original content for local businesses, franchises, and nonprofits
- Covered convention-style events and retail holidays live on social media

FREELANCE GRAPHIC DESIGN - ONGOING

- Game Environment Design & Writing - Entertainment Technology Center
- Logo Design for organizations, studios, apps, services, and personal branding
- Character Design - Splitsville, Dittiverse (Multihouse Entertainment)
- Poster Design for theatre, film, album releases, research, and more

INTERNATIONAL STUDENT MENTOR - ONGOING

Polygence - Mentoring in Marketing, Publication Design, Playwriting