

SARAH CARGILL

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CREATIVE SENSE MAKER
BRINGING CLARITY TO THE UNKNOWN

in /sarahalexandracargill
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10+ YEARS EXPERIENCE

● DIGITAL PRODUCER

GRAYBOX | December 2016 to April 2017

Managed \$1M to \$1.5M in retainers and projects for client websites, e-commerce websites, digital brand and marketing.

Served as a central point of contact and strategic partner for 10+ clients, 3 account managers and creative teams.

Led meetings and workshops to strategize, define and communicate expectations across strategy, creative and development.

Contributed to defining standards and processes to a rapidly growing agency and newly defined digital producer role.

● COMMUNICATIONS MANAGER

NIKE, Inc. | April 2013 to November 2016

Produced a future-forward, digital prototype in 8 weeks to support day-to-day navigation of the workplace.

Planned a launch event for BIKETOWN, resulting in 2,000+ attendees and 1,930+ program registrations.

Managed the copy and layout of 4 VP- and CEO-level announcements sent to 15,000+ global employees.

Led the technical and creative direction for the launch of an internal blog reaching 20,000+ global employees.

Executed a multi-year, digital strategy, budget and schedule for global expansion with partners and agencies.

Supported the Chief Information Officer and 6 Vice Presidents in a 5-year Technology strategy presentation.

Provided leadership to a team of 6 direct reports in communications, design and video.

Provided story, brand and video direction to 3, multi-million-dollar programs for 2,000+ global employees.

● CREATIVE DIRECTOR, PRODUCER + OWNER

Cargill Communications Corp. | February 2013 to December 2015

Managed pitches, contracts, deliverables, invoicing and relationships with 20+ clients in 5 states.

Developed a network of 10+ partners in development, user experience (UX), graphic design and photography.

Launched a loft studio in The Pearl for 50+ charity, trunk show, workshop and networking events.

Built 20+ results-driven websites start-to-finish with branding, UX design, copy and social media.

● DIGITAL PROJECT MANAGER + CONTRIBUTING EDITOR

Getting Smart | July 2011 to February 2013

● SOCIAL MEDIA SPECIALIST

Inspiration Software, Inc. | July 2010 to July 2011

INTERESTS

Leadership

Strategy

Storytelling

Experience Design

Photography

EDUCATION

BACHELOR OF ARTS IN JOURNALISM

emphasis public relations, minor economics at University of Oregon