


# SARAH ALEXANDRA CARGILL

## CREATIVE SENSE MAKER

BRINGING CLARITY TO THE UNKNOWN

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## 10+ YEARS EXPERIENCE

### MARKETING, OPERATIONS + COMMUNICATIONS MANAGER

NIKE, Inc. in Portland, Ore. | April 2013 to Present

#### MARKETING OPERATIONS MANAGER, INTEGRATED RETAIL MARKETING

- Served as chief of staff to the Planning + Performance Senior Director, managing a multi-million dollar budget, aligning priorities and leading meetings.
- Led 5 interactive workshops with a team of 7-10 to unlock goals, priorities, tactics and culture through company-wide transformational change.
- Led a process innovation effort to determine moments of friction and ideate agile ways to unlock omnichannel marketing experiences for the consumer.
- Orchestrated organization-wide intake and storytelling of weekly seasonal and corporate strategy updates to the VP of Integrated Retail Marketing.
- Aligned and communicated to stakeholders across multiple functions to determine unified opportunities, goals, funding and tactics to boost efficiency and quality of marketing outcomes.

#### COMMUNICATIONS MANAGER, WORKPLACE DESIGN + CONNECTIVITY

- Produced a future-forward, digital prototype in 8 weeks to support day-to-day navigation of the workplace with agency partnership.
- 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.
- Strategized and managed the communications of a WHQ roll out of Microsoft Outlook conference room scheduling for 12,000+ employees.

#### COMMUNICATIONS MANAGER, TECHNOLOGY

- 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, balancing workloads and removing roadblocks.
- Provided story, brand and video creative direction to 3, multi-million-dollar programs for 2,000+ global employees.
- Strategically reinvigorated 3 existing programs with a branding, template and collateral refresh.
- Designed a communications intake process to customize self-serve resources, consulting meetings, and end-to-end delivery across small, medium and large initiatives.

### CREATIVE DIRECTOR, PRODUCER + OWNER

Cargill Communications Corp. in Portland, Ore. | February 2013 to December 2015

- Secured new business and client relationships through pitches, workshops, contracts, etc. with 20+ clients in 5 states.
- Developed a network of 10+ contractors in development, user experience (UX), graphic design and photography.
- Launched a loft studio in downtown Portland 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 in Portland, Ore. | July 2011 to February 2013

### SOCIAL MEDIA SPECIALIST

Inspiration Software, Inc. in Portland, Ore. | July 2010 to July 2011

### PUBLIC RELATIONS INTERN

LEWIS PR in London, United Kingdom | April 2009 to June 2009

### DIGITAL PROJECT MANAGER + EVENT STAFF

Proper Planning Team | Part-time June 2004 to February 2013

## EDUCATION

**MASTERS IN BUSINESS ADMINISTRATION** at Smartly (In Progress)

**BACHELOR OF ARTS IN JOURNALISM** emphasis in public relations, minor in economics at University of Oregon