

SIERRA CORNELIUS

CONTACT

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COMPUTER SKILLS

CODING

CSS	● ● ● ● ●
GitHub	● ● ● ● ●
HTML	● ● ● ● ●
JavaScript	● ● ● ● ●
WordPress	● ● ● ● ●

DESIGN

Adobe Illustrator	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●
Canva	● ● ● ● ●
Creative Cloud Apps	● ● ● ● ●

OFFICE ADMINISTRATION

Adobe Acrobat	● ● ● ● ●
Microsoft Excel	● ● ● ● ●
Microsoft Outlook	● ● ● ● ●
Microsoft Word	● ● ● ● ●
Salsa CRM & Engage	● ● ● ● ●

VIDEO EDITING

Adobe After Effects	● ● ● ● ●
Adobe Media Encoder	● ● ● ● ●
Adobe Premiere	● ● ● ● ●

ABOUT ME: A dynamic, creative, and resourceful **media artist** experienced in **concept creation, video editing, graphic design, writing, and strategic communications**. Passionate about the vital role that visual art and writing play in transmitting ideas that inform and inspire, **she hopes to advance her 3+ years of professional design experience in the creative industry.**



CORE QUALIFICATIONS

- **Creative, resourceful, and an excellent problem-solver**
- **Driven, self-motivated, and easy-going**
- **Skilled at collecting, interpreting, and applying data to achieve results**
- **Naturally curious, which produces proficient research abilities**
- **Excellent verbal and written communication skills**
- **Skilled in interpersonal negotiation and conflict resolution**
- **Highly adaptable and welcomes feedback**
- **Adept at learning new languages, machine operation, and computer software programs**



PROFESSIONAL EXPERIENCE

HUMANITIES MONTANA

SHARP Grant Program Assistant

May 2021-current

- **Solely responsible for designing and launching a creative visual marketing plan** for a new grant line during the largest grants cycle in the organization's history, including the creation of a logo, engaging social media content, and mass emails.
- **Creating strategic campaigns for social media, email, and voice-to-voice communications**, increasing visibility to key constituents by 45%.
- **Authoring, drafting, and proofreading creative copy** for effective media press releases, marketing materials, and website content.
- **Performing thorough collection and interpretation of data** to effectively communicate value position during the course of the grants cycle and for the design of post-event campaign pieces.

Development and Communications Intern

March 2020-August 2020

- Worked with the director of development to **plan, design, and implement all fundraising campaigns, yielding a 17% increase in funding and a 35% increase in donor retention.**
- **Designed, authored, and proofread 50+ visual and text marketing materials** for annual campaigns, annual reports, and special events in print and digital formats while ensuring materials met organization brand guidelines.



PROFESSIONAL EXPERIENCE (CONTINUED)

HUMANITIES MONTANA

Development and Communications Intern (continued)

- **Assisted the organization with transitioning from printed annual reports to digital reports** resulting in a 50% cost savings while increasing organization visibility by 65%.
- **Reconfigured donor management software to track specific fundraising appeals, campaigns, constituent groups, and donor levels**, resulting in a 90% increased reporting accuracy, 6% increased successful email delivery rate, 99.5% decreased hard bounced emails and overall improved ease of use.
- **Maintained donor database software and produced all donor reports**, including quarterly reports with a 100% success rate for annual audits.
- **Organically grew Instagram audience by 86% and Facebook audience by 38% in 12 months.**
- **Researched and authored 20+ creative writing pieces** for an e-newsletter that was distributed to over 5,000 people weekly.

Administrative and Communications Work-Study Assistant

May 2019-May 2021

- **Provided operational support** to Communications Manager, Development Director, Program Officer, and Grants Director, assisting with administrative tasks, development projects, and database clean-up.
- **Kept accurate records** of reimbursements, cost-share, copayments, honoraria, and in-kind and monetary donations.
- **Responsible for filing accounts payable checks and cost-share**, retrieving files for yearly audit, and rotating fiscal year files.
- **Managed online event calendars and tri-monthly state calendars.**
- **Authored, published, and proofread creative copy** for social media content, newsletter pieces, appeal letters, and press releases.
- **Kept accurate records of all donations, created detailed donor reports, and produced comprehensive targeted donor mailing lists.**

MANSFIELD LIBRARY-UNIVERSITY OF MONTANA

Interlibrary Loan Shipping and Receiving Assistant

July 2018-August 2019

- **Processed print and online book and journal loan requests for students and faculty across the country.**
- **Printed and sorted loan requests according to Dewey Decimal System** and library floor system to retrieve materials from the stacks.
- **Sorted incoming mail** from USPS, FedEx, UPS, and university courier into appropriate lending or borrowing categories.
- **Packaged thousands of books, journals, and other media** in appropriate shipping containers and arranged for UPS, USPS, or FedEx pick-up.
- **Checked in borrowed items** through the library's computer system and processed them for return mailing.



PROFESSIONAL EXPERIENCE (CONTINUED)

DRUM COFFEE ROASTERS

Baker

July 2018-August 2019

- **Promoted profitability** by maintaining an accurate record of baked goods.
- **Managed and placed supply orders and met daily baked goods quotas.**
- **Conducted research to develop new and original recipes for rotating products.**
- Ensured all raw and finished goods **adhered to quality and food safety standards and procedures.**



EDUCATION

UNIVERSITY OF MONTANA - MISSOULA, MT

Bachelor of Arts in English with a **Concentration in Literature**
and a **minor in Media Arts**

- **Graduated Magna Cum Laude**
- **Academic Deans List 2019 and 2020**
- **Mark and Maureen Mansfield scholarship recipient**

NORTHWEST UNIVERSITY - KIRKLAND, WA

- **Academic Dean's List, 2012 and 2013**
- **Outstanding Academic Achievement Award, 2013**



REFERENCES

SARA STOUT

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Humanities Montana
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ROB BROWNING

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