

Sara Beth Allen

Creative Director

saraallenproductions@gmail.com

Experience

D.C. Chapter President at Femfessionals LLC

February 2015 - Present (4 months)

I lead and plan events for women interested in business and philanthropy.

Membership Chair at The Ad Club

August 2014 - Present (10 months)

Actively plans recruitment events for the young professionals branch of the DC Advertising Club.

Producer/AD2DC Public Service Committee at The Ad Club

October 2013 - Present (1 year 8 months)

The Washington Literacy Center teaches adults how to read and provides essential social services. Please reach out for any cross-promotion that can be done together.

TEDxProducer at TED Conferences

December 2012 - Present (2 years 6 months)

Responsible for curating a day of speakers, managing a staff of 40, selling tickets, and running in-house technical production.

Graphic Designer at Anthony Robbins Companies

October 2012 - Present (2 years 8 months)

Created www.nycbasketbrigade.com for the purpose of raising money to feed the hungry at Thanksgiving. Over 200 baskets of food are provided each year to local families.

Graphic Designer/Operations/Crisis Outreach at Monday Night Hospitality

March 2012 - Present (3 years 3 months)

I work with 300 guests each week at a local soup kitchen. Tasks include teaching volunteers and maintaining security. I also work on integrating digital fundraising into the marketing plan. I maintain mondaynighthospitality.org

Business Owner/Creative Director at Design Senator

November 2011 - Present (3 years 7 months)

Manage organization and direction for multiple event and design projects Communicate with necessary contacts to ensure campaign integration across media platforms Manage client expectations on projects, timing, and deliverables Keep regular client contact Participate in pitches, branding concepts, and idea generation Manage photo and video shoots

10 recommendations available upon request

Community Manager - State of the Union White House Tweetup at The White House

2011 - Present (4 years)

Responsible for social media and traditional publicity relating to the State of the Union agenda

Photographer at Sara Beth Allen Photography

September 2005 - Present (9 years 9 months)

1 recommendation available upon request

Photographer's Assistant / Production Assistant at Richard Warren Photography

July 2010 - July 2012 (2 years 1 month)

Coordinates crew schedule and transportation Manages and organizes equipment Manages and organizes studios / sets Manages and organizes digital files

Community Manager at VaynerMedia

July 2011 - November 2011 (5 months)

Published in the design section of the Thank You Economy by Gary Vaynerchuk Organized office events / new staff lunch to build community Attended the Independent Fashion Bloggers Conference to conduct client research Wrote weekly newsletters on technology geared towards the needs of specific clients Created and proposed additions to social media strategy for Fortune 500 brands Created engaging social media content for pharmaceutical brands and their online voice Created engaging social media content for science and health initiatives and their online voice Created engaging social media content for packaged food products Answered questions from consumers on products Designed visuals for online campaigns Prepared analytics and metrics reports to track the success of campaigns Participated in weekly brainstorm sessions designed to grow the quality of work Trained team members in best practices for social media / company standards

Photographer's Assistant / Production Assistant at Warby Parker

July 2010 - July 2011 (1 year 1 month)

Coordinated the product shoot for the launch of their first website with the photographer.

Photographer's Assistant / Production Assistant at Heineken

July 2010 - July 2011 (1 year 1 month)

Coordinated video equipment, backstage area, and assisted crew with video production for summer promotion.

Certifications

Managing Fashion and Luxury Companies via Coursera

SDA Bocconi School of Management License XK5LPTEBBG55 April 2015

Public Policy Challenges of the 21st Century via Coursera

University of Virginia License GFB7ZFUMJ7F8 April 2015

The New HR: 21st Century Talent Management via Udem

Deloitte May 2015

Operations Management via Udem

Kellogg School of Management May 2015

Successful Negotiation: Essential Strategies and Skills via Coursera

University of Michigan License SRHCGNBVPJX5 May 2015

Skills & Expertise

Photoshop

Advertising

Blogging

Copywriting

Adobe Creative Suite

Photography

Design

3D printing

Publicity

Social Media

Video Production

Lighting

Retouching

Social Media Marketing

Public Relations

Video

Video Editing

Illustrator

Event Planning

Online Advertising

InDesign

Marketing

Social Networking

Management

Education

Savannah College of Art and Design

BFA, Writing, 2005 - 2009

Honors and Awards

Community Partner (Team Award)

The Washington Literacy Center

March 2015

The Washington Literacy Center recognized the marketing, branding, and publicity efforts of Ad2DC.

The Anchor Award (Team Award)

The District Alliance for Safe Housing

March 2015

The District Alliance for Safe Housing recognized the marketing, publicity, and production efforts of the Ad 2 DC Public Service team.

Sara Beth Allen

Creative Director

saraallenproductions@gmail.com



11 people have recommended Sara Beth

"Working with Sara in the marketing arena has been a very positive and pleasurable experience both for me, and our company. Sara has a fantastic ability to understand our line of business, a global company, and deliver the proper message for prospects and client alike. In addition Sara has a very solid understanding of social media landscape and has helped us tremendously in that area as well. If you are thinking of using a marketing professional, no need to look any further. I recommend Sara without any reservations. "

— **Becky Adams**, was Sara Beth's client

"One of the key benefits of working with Sara is that she not only understood the technicalities of search engine optimisation but she has the ability to map these to the business strategies of our firm. Thanks to Sara and her team, when people search for us online they find us. Sara also greatly improved our social media presence and was able to add a personal touch to all our posts. I strongly recommend Sara Beth and Design Senator to anyone!"

— **Sharon Jacobs**, was Sara Beth's client

"We were impressed with Sara and her team from the beginning, their viewable work set them apart and they were very conscious of the importance of return on investment as well as the technical aspects of web development. They wanted to get in and learn about us and what we're about and where we wanted to go in terms of the business and it was critical to us that they understood that. There's a strong partnership between us and they go over and above our expectations. Though the quality of the work, strength of the insight and technical acumen of the team have been vital to our projects' success – it's really the interpersonal interactions that have solidified the project. The entire Design Senator team and Sara are really good people to work with and I unreservedly recommend their services!! Thanks again Sara!"

— **Sharon Carr**, was Sara Beth's client

"We have worked with several media companies in the past, and the results, process and price have been underwhelming. We were ready to throw in the towel in terms of video production, and decided to give it one last shot with Design Senator. I can confidently say that Sara is the best video production I have ever worked with. She is flexible, timely, compassionate about what she does, and incredibly talented. The media he has

created is a integral part of our marketing campaign and have been a key component to our success. I strongly recommend Sara and her team!"

— **Sabrina Jade**, was Sara Beth's client

"I just can't thank the entire team at Design Senator enough for their hard work, creativity and dedication to our projects. When I met with Sara for the first time, she asked great deep-dive questions about my business, seeking to not only understand our needs, but help me understand my company's situation as well. What I love most about working with them is their tireless dedication. While other marketing firms would have given up, they didn't and the results show! They identified our unique brand qualities, created a strong brand promise and focused our marketing efforts to promote our brand differentiation. New website, database integration, logo updates, social media integration, PowerPoint templates, photo session, training and more. I would highly recommend the Design Senator team and Sara over and over again!"

— **Judy Harris**, was Sara Beth's client

"What a wonderful way to spend a morning. Sara made us feel so at ease and had such great ideas for pictures! She has made my diva of a daughter look like an angel and we have so many beautiful images that I cannot decide which ones to display! Such a professional, imaginative, thoughtful photographer. I would recommend Sara to anyone looking to capture those special moments. Thanks again Sara! "

— **Laura William**, was Sara Beth's client

"Finding a first rate web designer is challenging for a small business. I was extremely fortunate to find Design Senator to create an online brand for our business. The communication during the entire process was superb and it was obvious that they were interested in developing a long-term relationship with us. Sara payed attention to every detail of our design, layout, color pallet, branding, presentation, and search engine optimization. Her communication and response time was excellent and she welcomed our input and patiently heard all our concerns or recommendations. We continue to use Design Senator to manage out site updates, and to create new features. I highly recommend Sara and Design Senator for your business!"

— **Samantha White**, was Sara Beth's client

"Sara is my "go to" web design girl! Having my foot in social media and marketing, it's imperative that I have a webpage designer that can find the perfect balance between business and art when designing. I turn to Sara Beth for 80% of my web based business. Sara is a natural in taking into account the client she is working with, the message the team wants to convey, and how the audience could potentially react to your interface. Average web designers just make new site similar to the next with subtle changes. Sara's vast experience, creative energy and knowledge make her an excellent choice for any webpage design put in front of her! Thank you Sara for all your hard work."

— **Eric Christopher Rush**, was Sara Beth's client

"I work with Sara regularly to develop digital marketing campaigns. She is extremely knowledgeable about digital marketing and always brings fresh ideas to the table. Sara understands how to put together creative concepts while applying sharp business strategy. She is an asset to anyone looking to create marketing materials."

— **Ahmad Khan**, was Sara Beth's client

"Sara Beth is a wealth of information and idea creating machine. She is very creative, fun and does a great job of relaying the information to you in a digestible format."

— **Aziz Abdur-Ra'oof**, *Director of Student Welfare & Career Development, University of Maryland, Department of Athletics*, was with another company when working with Sara Beth at Design Senator

"Sara is a remarkable and talented individual, and the truly amazing TEDx speakers' event that she organized earlier this year in New York City is a great example of her dynamic spirit and tireless attention to detail. I've already learned a lot from Sara, and I look forward to learning more!"

— **Tom Martin (TomBurchMartin@gmail.com)**, *President, Tom Martin Media, LLC*, was with another company when working with Sara Beth at Sara Beth Allen Photography

[Contact Sara Beth on LinkedIn](#)