

Sara Allen
603-991-6696
@saraballen
www.saraballen.com
[linkedin.com/in/saraballen](https://www.linkedin.com/in/saraballen)

Business Owner and Creative Director, DesignSenator (D.C. and New York)

(Designsenator.com)

- Responsible for creating and maintaining relationships with new clients. Clients have been focused on achieving publicity for their speaking careers, expanding their social media and e-mail reach, and developing promotional products.
- Creates and executes projects on deadline and on budget.
- Shapes project strategy to reach business goals through research and attention to detail.
- Produces webisodes for business journalist, Lolita Taub. Taub travelled the world interviewing female entrepreneurs. Books guests, promotes show episodes, and grows pool of Youtube subscribers through listing building/social strategy. Responsible for generating sponsorships, business relationships, and publicity.
- Produces social media content and grows the fundraising e-mail list for documentary filmmaker Jaz Gray. Responsible for 20% growth in our e-mail list.
- Creates e-commerce websites for non-profits and business. Website design clients include Monday Night Hospitality, the New York City Basket Brigade, and former NFL player Aziz Abdur Ra'oof.
- Writes copy for crowdfunding and website content. Examples of copy clients include global factories based in China and nonprofit charities working with children in Cameroon.
- Plans events for advertising and media professionals as the President of D.C.'s Femfessionals chapter, Digital District Team Member, and as Ad 2 D.C.'s Membership Chair. Responsibilities include selecting venues, handling budgets, securing speakers, and marketing events.
- Organizes pre and post production for major photoshoots and video shoots. Past production clients have included Heineken, Warby Parker, and Richard Warren Photography.

TEDx (D.C. and New York)

- Creates and maintains budgets for event production
- Manages teams of up to 40 people and services the needs of up to 600 guests.
- Manages the production and post production needs of 20 speakers and their published videos
- Created a volunteer art program for local high school students to learn event planning

Media Awards

The Anchor Award, The District Alliance for Safe Housing, Washington D.C. (Team Award)
Community Partner, The Washington Literacy Center, Washington D.C. (Team Award)
Second Place, Ad 2 National Public Service Competition, Washington D.C. (Team Award)
State of the Union Social Media Team, the White House, Washington D.C.

Education

BFA in Writing, The Savannah College of Art and Design, 2010
Homeschool Bootstrapped MBA, 2017

(I'm taking a series of 30 certificate courses on Coursera and Edx to create a free MBA. Follow my progress on LinkedIn)

Skills: Adobe Creative Suite for Print and Web, Copywriting, Event Planning, Photography, Video Production, Studio Lighting, Website design and content management, and Team Leadership