

# SARAHKDASILVA

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SUMMARY

## **Marketing and communication strategist with a strong background in higher education and non-profits.**

With over 14 years of experience, I have launched successful marketing campaigns, events, and initiatives using data-driven strategic planning, market analysis, and a keen creative eye. I am a team leader with an adaptable nature, that can think on her feet to solve problems and meet objectives with a bit of creative strategic thinking.

NON-PROFIT EXPERIENCE

QSAC (Quality Services for the Autism Community), New York, NY

### **Assistant Director of Communication and Special Projects**

November 2018 – November 2019\*

- Oversaw, managed, and developed communication content for QSAC, including over 30 programs and services, all fundraising efforts, and recruitment initiatives.
- Monitored and tracked performance of all digital communications to improve community engagement and participation in fundraising events and initiatives.
- Defined, enhanced, and maintained overall company brand guidelines, including logo development.
- Developed and monitored all external and internal email communications using Salesforce CRM and an integrated email marketing platform.
- Oversaw company social media presence, including the creation of strategic content to be disseminated among multiple platforms to optimize brand, message, and engagement.
- Strategically developed and implemented branding, marketing, and public relations for the launch of a new vocational training storefront initiative.
- Implemented and oversaw creative request and a project management system to ensure effective, efficient, and on-time material.

HIGHER EDUCATION EXPERIENCE

St. George's University - University Support Services, Great River, NY

### **Marketing and Admission Communication Consultant (Remote)**

August 2018 – November 2018

- Commissioned to revitalize and implement recruitment communication plans from lead acquisition to matriculation.
- Analyze previous and current communication campaign effectiveness as well as current marketing trends to develop a new multi-channel communication strategy.
- Build, execute, and monitor communications plans in CRM and social media platforms to maximize conversions and reach application and matriculation goals.

### **Associate Director of Marketing and Admission Communication**

March 2012 – December 2017

- Managed an integrated multi-platform marketing-recruitment strategy to increase lead generation, increase ROI, decrease cost per acquisition, and consistently met annual recruitment goals.
- Managed and oversaw a \$12M marketing budget while negotiating with outside agencies and vendors to ensure cost efficient and highly targeted spend.
- Executed and monitored all domestic and international marketing-recruitment campaigns from production to implementation on both digital and traditional platforms.
- Analyzed market research and data analysis to set strategic goals and track all KPI's, throughout domestic and international markets.
- Liaised with SEM/SEO and digital vendors on data-driven marketing plans from conception to copy writing, implementation, testing, and optimization.
- Ensured that all marketing collateral had consistent messaging concurrent with brand and value propositions and is updated for all markets, both international and domestic, across all media platforms.
- Liaised with external advertising agency, internal departments, and legal counsel to ensure all marketing and recruitment communications were compliant with federal regulations and legal guidelines.

**The Union League Club, New York, NY****Director of Communication**

June 2010 – March 2012

Conceptualized, wrote, and executed creative and high-profile member events, marketing, and news campaigns. Liaised with administration and 15 Club Committees to enhance club positioning and strengthen corporate image. Initiated and implemented online and print marketing campaigns and initiatives to promote events including but not limited to a monthly newsletter, email blasts, and postcards. Developed and administered best practice processes with accounting to ensure events were accurately billed and within budget.

**The Williams Club, New York, NY****Director of Marketing and Event Planning**

October 2006 - June 2010

Oversaw and coordinated 25-40 events per week yielding a \$1M USD annual profit. Created and implemented marketing initiatives to increase sales in membership, banquet facilities, hotel, and dining room. Developed and maintained marketing strategy and timeline for each year. Planned, managed, and oversaw redesign of the company website.

**Williams Creates (Formerly Bob's Your Uncle), New York, NY****Assistant to Creative Director**

May 2005 - June 2006

Acted as office manager and HR for a team of freelance artists and production assistants. Coordinated numerous video projects from concept to delivery, including project managing and production assisting. Produced the company reel from building/creating all the assets, timelines, editing, and QT compressions to designing and disseminating packages.

**EDUCATION**

Boston University, Boston, Massachusetts, BS in Communication

SKILLS	SOFTWARE EXPERIENCE
Strategic Planning	Copy writing
Market Research	Event Planning
Digital Marketing	Email Marketing
Content Development	Social Media Marketing
Project Management	Video Production
Graphic Design	
	Adobe InDesign
	Adobe Photoshop
	Adobe Illustrator
	Google Analytics
	Microsoft Dynamics CRM
	Salesforce Marketing Cloud
	Mailchimp Email Platform
	Microsoft Word
	Microsoft Excel
	Microsoft PowerPoint

**\*Why the Gap?**

In November 2019, I resigned from my role QSAC in order to extend my maternity leave. The onset of the Covid-19 pandemic prolonged this leave, and like many families, I became the main caregiver/educator for my children at home during lock-down. Now that schools/daycares have reopened, I am ready to get back to work! Will it be for you?