

SARA MARSDEN

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SUMMARY OF SKILLS AND QUALIFICATIONS

Skills

- Quick-thinking, creative problem-solver
- Personable listener with excellent interpersonal, oral and written communication skills
- Enthusiastic team builder and team player
- Highly motivated, organized and productive self-starter
- Computer-literate professional with extensive software proficiency
- Goal-driven leader, eager to meet challenges and quick to learn new concepts

Qualifications

Eight or more years of experience in:

- Marketing campaign development and implementation
- Use of new and traditional media
- Product positioning and branding
- Staff management and customer relationship management
- Print, web, television and radio advertising
- Print material planning, scheduling and tracking, with numerous vendors
- Graphic design and art direction

EXPERIENCE

Barksdale Theatre and Theatre IV, Richmond, Virginia

Director of Marketing 2003-2011

- Directed all marketing and communications activities
- Responsible for a \$160K budget and a seven member team
- Directed brand management, PR, media relations, corporate positioning, advertising and all sales collateral

Selected Accomplishments

- ◆ Expanded customer base by 30%
- ◆ Developed the marketing campaigns for the theatre's most successful shows.
- ◆ Produced numerous successful marketing events, including a recent flash mob at the Science Museum of Virginia.
- ◆ Art director for a national award winning illustration by VCU's Robert Meganck
- ◆ Led a team that produced a Regional Emmy Award winning commercial.
- ◆ Selected for three years in a row to serve on a grant funding panel for the Virginia Commission for the Arts.

TheatreVirginia, Richmond, Virginia

Director of Patron Services 1999-2002

- Liaised between upper management and customers
- Assured a quality experience for patrons
- Supervised house managers and seven box office associates
- Prepared daily financial reports
- Maintained the ticketing/database system

EDUCATION

Virginia Commonwealth University

Bachelor of Arts in Political Science

- Cum Laude • University Honors