

Sarah Eva Monroe

pivot tabler + creative + lover of the new

I'm a creative strategist, digital storyteller, and photojournalist. My approach to marketing is grounded in an understanding of the consumer's motivations and desires and I draw on behavioral psychology research to help brands motivate, persuade, and connect with their desired audience. My work is authentic, and leverages performance metrics, analysis, and an enthusiastic curiosity for user behavior.

STRENGTHS

- Managing the creation of beautiful, high-impact, on-brand digital marketing materials that encourage users to take action across all viewports
- Inspiring creatives to value insights in user behavior data and drive forward interface optimizations
- Developing and implementing social media strategy and voice
- Influencer relations, audience development and community building

EDUCATION

Northwestern University, 2010

Master of Science: Integrated Marketing Communications

Activities and Societies: IMC Advisory Council member, 2008-2010

Tulane University, 2000

Bachelor of Arts: Art Studio, Photography and Glassblowing, Secondary Concentration: Communications

PROFESSIONAL EXPERIENCE

Senior Creative Director at mStoner

2012–Present

At mStoner, I lead our creative practice, managing client-facing creative strategy and the creation of beautifully usable websites and print materials for institutions of higher education. I'm also mStoner's user experience lead and oversee projects from strategy, through testing, design, more testing, HTML, and then even more testing. I pitch nearly every project for which the firm is invited to present, and speak regularly about the creative process, visual storytelling, and best practices in social media.

Clients: Harvard Graduate School of Education, Brown University, Georgia Tech, Tufts University, Loyola Marymount University, Fordham University, University of Missouri, Manhattan College, Fashion Institute of Technology, SUNY system, USciences, and Gettysburg College.

Instructor, Tribeca Flashpoint Media Arts Academy, DPI

2013–present

The Social Media Specialist course trains students in utilizing proven best practice methodologies and technologies to build and foster a community of customers using popular social media platforms. This 10-week course covers both the strategy and the tactics required to leverage popular social media channels and create compelling and engaging content. I helped develop curriculum and keep it updated on a continual basis.

Digital Consultant at MacArthur Foundation

2012–2013

At the MacArthur Foundation, I complemented the organization's internal digital talent. I managed software evaluation and development projects, provided ongoing web analytics optimization recommendations, and contributed other digital thinking, as needed.

Senior Advertising Strategist at Obama for America

2012

I helped build digital advertising strategies for the most effective, creative, and innovative digital campaign in the history of politics. Day-to-day, I managed three senior designers in the conceptualization, development and design of all of our digital advertising, including multiple rounds of data-driven optimizations. Facebook ad optimization was a big part of our strategy. As a member of the larger web optimization team, I was very close to the decision-making process that continually and significantly enhanced OFA's responsive web properties, and observed tactical design strategy from some of the brightest creative thinkers at the forefront of the design community.

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Director of Digital Strategy at Lipman Hearne

2011–2012

I helped lead LHI's multifaceted interactive practice, forged forward-thinking digital strategies, identified new business opportunities, and designed effective social media solutions.

Areas of client-facing consulting expertise:

- Comprehensive web strategy
- Information architecture/wire framing
- Usability testing
- Search engine optimization
- Search engine marketing
- Social media and word of mouth marketing strategies
- Online lead generation and funnel optimization
- Enrollment management technologies

Clients included: Brown University, University of Michigan, ELCA, Robert Woods Johnson Foundation, Chicago Community Trust, University of Chicago Booth School of Business, University of Miami, Whitman College, Southern Illinois University, University of Texas Arlington, Young Harris College and William Paterson University.

Director of Interactive Marketing at TCS Education System

2008–2011

As a part of an agency-style education management organization, I developed innovative direct response marketing strategies that resulted in a 134% increase in our number of inquiries year over year. In support of this goal, the four-person team I led:

- Managed technical web presences, search engine optimization (SEO), social media messaging, email marketing, and website communications efforts for the six schools in the system.
- Designed advertising graphics, email templates and internal/external portal interfaces, as well as other digital marketing materials as needed.
- Partnered with IT to ensure that CRM, data integrity and communications technologies seamlessly supported messaging needs.

Clients included: The Chicago School of Professional Psychology, Santa Barbara Graduate Institute, Pacific Oaks College, Pacific Oaks Children's School (The Oaks), Garfield Park Preparatory Academy

Online Communication Specialist at Columbia College Chicago

2004–2008

- Led the college's online marketing initiatives, including research and adoption of new interactive marketing opportunities, practices and technologies
- Independently managed implementation, staff training, and rollout of internal social networking site to serve 100,000+ constituents

Art Director at Subject Magazine

2004–2006

Art director for a free 24-page publication distributed in NYC and Chicago metro areas. Designed a large proportion of 'zine and sourced and directed all freelance designers, photographers and illustrators. Provided quality assurance for advertising creative.

Media Specialist, Public Relations at Tulane University

2001–2002

- Assisted web manager in maintaining timely web content and ensuring functionality of Tulane's web site
- Wrote press releases, pitched news items to media outlets and coordinated media presence at events

AWARDS, PRESENTATIONS AND MORE CONTEXT AVAILABLE AT WWW.SARAHEVA.COM