



# SARAH WHITSON

Nonprofit and political digital strategist

## GET IN TOUCH

- 📞 864.430.1414
- ✉️ SarahdeSWhitson@gmail.com
- 🌐 SarahdeSWhitson.com
- 🏠 Denver CO

## EDUCATION

- 🎓 Colorado College, BA  
2007-2011 | B.A., English, Film Track
- 🎓 University of Auckland  
2009 | Politics, identity, and media

## SKILLS

- Brand Development
- Messaging
- List Building
- Media Buys
- Design
- Video Production
- Data Management
- Project Management
- Social Media
- Budgeting
- Audience Research
- CRM
- SEO
- Campaign Analysis

## CERTIFICATES

- 🎓 Facing Racism Graduate  
Soul 2 Soul Sisters, 2019  
10 week anti-racism & anti-oppression program
- 🎓 Emerge Colorado Graduate  
Emerge, 2017  
Intensive training on running political campaigns
- 📺 Facebook Marketing Partner  
2019
- 📺 Instagram Marketing Partner  
2019
- 📊 Google Analytics, Ads Certified  
2018
- 📄 Squarespace Circle Member  
2018

## RECENT WIN I'VE HELPED

Great American Outdoors Act  
(passed the Senate!)

## PROFILE

Specializing in progressive nonprofit, political, and advocacy campaigns, I develop digital strategies and creative content that motivate elected officials and voters into action on issues important to the Rocky Mountains.

## WORK EXPERIENCE

**PROGRESSIVE PROMOTIONS** – 2015-Present | Full Time | Denver, CO

### Director, Digital Strategy And Creative

- ⚡ Craft innovative digital communications, engagement, and action campaigns - organic & paid
- ⚡ Handle multiple project budgets at overlapping times, keep up with reporting deadlines
- ⚡ Lead Justice, Equity, Diversity, and Inclusion (JEDI) efforts
- ⚡ Conduct campaigns in 15 states
- ⚡ Manage clients, plus a team of 2 full time employees, and several contractors
- ⚡ Create shareable videos and graphics
- ⚡ Develop and build websites; employ SEO tactics
- ⚡ Organize, write, and coordinate email programs
- ⚡ Monitor online analytics and develop reports and recommendations based on data

**CONSERVATION COLORADO** – 2013-2015 | Full Time | Denver, CO

### Communications Coordinator

- ⚡ Created press, social media, and messaging strategies
- ⚡ Developed content for organization's emails, website, social media, and biannual newsletter
- ⚡ Aided Communications Director on press advisories and press releases
- ⚡ Staff photographer, designer, and videographer

**ARRAE CREATIVE** – 2011-2013 | Full Time | Denver, CO

### Senior Media Producer

- ⚡ Shot and edited videos, and wrote blog posts, for internal daily Adventurous 500 project
- ⚡ Created and optimized blogging content for clients' websites for SEO
- ⚡ Worked with clients to manage social media profiles
- ⚡ Shot and edited photographs and videos for clients' online audiences

**ALBATROSS DIGITAL** – 2011-2013 | Part Time - Remote | San Francisco, CA + New York, NY

### Digital Strategist

- ⚡ Researched and blogged about political and nonprofit Internet trends
- ⚡ Created and optimized SMO, content, and design strategies for clients
- ⚡ Compiled data about political races in CO and NYC
- ⚡ Modified and added content to clients' websites

**COLORADO SPRINGS INDEPENDENT** – 2010-2011 | Colorado Springs, CO

### Freelance Reporter, Photographer

- ⚡ Wrote diverse articles and blog posts
- ⚡ Organized, created content, and designed layout for 2010 Student Survival Guide

**COLORADO COLLEGE** – 2010-2011 | Part Time | Colorado Springs, CO

### Communications Office Multimedia Web Intern

- ⚡ Shot and edited promotional videos and photos
- ⚡ Attended presentations, reviewed proofs, and shared input about the new website design

## Volunteer

**OBAMA FOR AMERICA** – 2012 | Boulder, CO

- ⚡ Recruited and trained volunteers as a LGBTQ Team Leader
- ⚡ Phone banked, canvassed, entered data, and scheduled volunteers

**EQUAL CO-CHAIR** - Colorado College | 2009-2011 | Colorado Springs, CO

- ⚡ Filed paperwork for funding applications and end of year reports
- ⚡ Organized gatherings with faculty, other campus organizations, the Co. Springs community

**HONOR COUNCIL** - Colorado College | 2008-2011 | Colorado Springs, CO

- ⚡ Coordinated investigations of Honor Council offenses
- ⚡ Communicated among peers, faculty, and council members to come to resolutions
- ⚡ Served on Campus Education Committee
- ⚡ Interviewed and selected new members for the Honor Council