

Sierra (Sage) Stewart

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RELEVANT EXPERIENCE

Ariana Luxury Homes

Ashburn, VA

Assistant Marketing Manager

Jun 2022 - Present

- Executed marketing campaigns, updated Wordpress website, designed print and digital marketing materials in Illustrator and InDesign, implemented email marketing strategy and created email audience flows in Mailchimp

Arts Council of Park City & Summit County

Park City, UT

Events & Promotion Coordinator

Jan 2022 - May 2022

- Strategized and created multi-channel digital media content in Premiere Pro that doubled Instagram engagement
- Coordinated event production, including management of 40+ artists, event set-up, tear-down and load-out

Westminster College Performing Arts

Salt Lake City, UT

Marketing and PR Assistant

Jan 2022 - May 2022

- Activated and maintained a 4,000+ network of arts and entertainment supporters, students, and community members with intentional engagement by phone, email, digital media and event tabling
- Doubled existing media contacts and developed processes for ongoing positive media relations by researching press opportunities, building media kits, and writing press releases

Social Media Coordinator

Sep 2018 - Feb 2020

- Strategized and managed Hootsuite social media calendar to schedule and post brand and promotional content
- Designed and produced original written, photo, and video content in Canva, Illustrator, Photoshop, and Premiere Pro and coordinated in Airtable to acquire content and information with department leads

Clark County School District

Las Vegas, NV

Theater Management Intern

Jun 2019 - Aug 2019

- Assisted with general maintenance and equipment handling of the three different theaters in the school district
- Managed inventory in Microsoft Excel and coordinated 2000+ donations to and from several local organizations

Planned Parenthood of The Rocky Mountains

Las Vegas, NV

Community Outreach Intern

May 2019 - Jul 2019

- Collaborated with a team to develop creative briefs to boost event attendance and engagement
- Organized clothing drive for gender non-conforming community, receiving 1,250+ material donations

EDUCATION

Westminster College — Communications with a Sociology Minor, Bachelor's of Arts

GPA: 3.67/4

Campus Involvement: [Staff Contributor on the Westminster Forum News Publication](#)

ADDITIONAL SKILLS

Technology: Adobe Creative Cloud (Audition, Illustrator, InDesign, Photoshop, Premiere Pro), Airtable, Canva, Figma, Google Suite, Hootsuite, MailChimp, Microsoft Office, Slack, Wordpress

Industry Knowledge: Audience & Artist Management, Content Creation, Copywriting, Event Planning, Graphic Design, Marketing, News Writing, Project Management, Social Media Management