

ANNA SPARKS

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Results driven marketing professional with 10+ years of experience providing innovative customer service – with expertise in community engagement, relationship management, and technical leadership. I aim to drive organization excellence through innovative design and collaborative execution.

Professional Experience

Washington State Opportunity Scholarship Seattle, WA
Digital Media & Design Officer November 2024 – Present

- Developed digital and print ad campaign that produced largest number of eligible applicants ever for a single scholarship program.
- Increased year-over-year website growth in total users (+34.5%), returning users (+33.97%), and average engagement time (+25.58%)
- Creating mission-driven content, resulting in met engagement goals across all social media channels

Path with Art Seattle, WA
Content & Communications Specialist March 2024 – October 2024

- Managed org-wide communications, updated newsletter templates, marketing materials, event and classroom photography, while providing ongoing website maintenance
- Introduced new software technology and marketing partners for improved efficiency, such as SEMrush and The Seattle Times Media Solutions

Pristine Sweeps Seattle, WA
Operations Manager February 2023 – March 2024

- Maintained and built new revenue tracking system within Jobber and Quickbooks
- Scheduled customer visits, designed marketing materials, managed customer inquiries, and built client relationships

Philanthropy NW Seattle, WA
Database and Technology Manager June 2022 – February 2023

- Developed an innovative journey map for driving the 2023 membership campaign — implementing best user practices for a new online payment option
- Mobilized core integrations within Salesforce while constructing a self-guided professional development plan and troubleshooting colleagues' tech issues

AIGA, the professional association for design New York, NY
Membership Manager January 2017 – May 2022

- Supervised all departmental operations, including Salesforce processes and monthly member reports
- Collaborated with international consultants to organize a large-scale database transfer on 2 separate occasions
- Developed creative assets for new and renewing member packets, as well as created a Student Group Toolkit reaching 200+ student groups

Neighborhood Farmers Markets Alliance Seattle, WA
Development and Outreach Coordinator July 2015 – November 2016

- Coordinated various partners such as Whole Foods, BECU, and Pagliacci Pizza with long-standing market events, providing free education to the community and increased sponsorship
- Forged long-term business relations with key sponsors to facilitate an annual fundraiser featuring 20+ prominent chefs, 40 farms, 250 paying guests, and a silent auction

Winston Wächter Fine Art Seattle, WA
Communications Director November 2012 – June 2015

- Developed new in-house website structure, designing and transferring current website to Wordpress
- Organized events, gallery exhibitions, and international and national shipping and travel arrangements
- Promoted from Registrar to Communications Director within one year after fostering client sales correspondence and maintaining detailed database records.

Additional Experience

Board Member Emerald City Supper Club 2020 – Present	Volunteer Earshot Jazz 2025 – Present	Volunteer Washington Trails Association 2022 – Present
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Certificates

SEO Strategy
SEMrush

Digital Marketing & Fundraising
Nonprofit Tech for Good

UX & Visual Interface Design
University of Washington

Data Analysis HRCI
MindEdge

Customer Service Management
ASAE

Technical Skills

Web + Design: Adobe Creative Suite; InDesign, Illustrator, Lightroom Photoshop; Canva, Figma, film & digital photography, video editing, Drupal, Wordpress, Squarespace, Google Analytics, HTML, CMS, CSS, SEO

Project Management: CRM databases; Salesforce, Fonteva, Impexium, Protech, Filemaker, Smartsheet, Trello, Basecamp, Jira, Asana, Dropbox, Mural, Notion, agile methodology, Miro

Communication + Marketing: MS Office, Google, YouTube, SEO tools, Slack, SurveyMonkey, Pardot, Formstack, Zoom Events, Mailchimp, CampaignMonitor, GoogleAds, Classy, CoPilot, AI tools

Areas of Expertise

Website, UX/UI
Graphic Design
Communication Strategy
Project Management
Event Coordination
Database Management
Member Strategy
Photography
Shipment Tracking
Marketing
Community Engagement

Education

Bachelor of Arts
Western Washington University
Bellingham, WA

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Exhibitions

- Of a Topographical Nature** May 2026, Slip Gallery, Seattle, WA
- Softer Lands**, April 2026, Siderail Collective, Seattle, WA
- Seattle Cherry Blossom Festival**, April 2026, Seattle Center, Seattle, WA
- Erase the Line**, December 2025, Slip Gallery, Seattle, WA
- Invert with Shutter & Light Photo Collective**, November 2025, Jet City Labs, Seattle, WA
- BASED**, July 2025, Common Area Objects, Seattle, WA
- Sound & Vision**, May 2025, Baba Yaga, Seattle, WA
- Scenes from Real Life**, May 2025, Millepains, Rome, Italy
- Group show with Shutter & Light Photo Collective**, April 2025, Jet City Labs, Seattle, WA
- Environmental Ties II**, March 2025, SPACE Magnuson Park Gallery, Seattle, WA
- In Protest: Global Activism**, October 2024, Center for Photojournalism, Chicago, IL
- Dreamscape/Landscape**, August 2024, Gallery B612, Seattle, WA
- Environmental Ties**, July 2024, SPACE Magnuson Park Gallery, Seattle, WA
- 10x10x10**, July 2024, Tieton Arts and Humanities, Tieton, WA
- Just Keep Swimming**, May 2024, The Fishbowl Gallery, Seattle, WA
- Nature's Wonder**, March 2024, Ten Moir Gallery, online
- La Vie en Rose**, January – February 2024, WEND Jewelry and Gallery, Seattle, WA
- Eel and the Electrician**, October 2023, Siderail Collective, Seattle, WA
- Influence**, September 2023, RVMC, New York
- Small Works Show**, September 2023, Rhode Island Watercolor Society, Rhode Island
- Chase the Light**, June 2023, Photographic Center Northwest, Seattle, WA
- AQUA**, January 2023, Gallerium & The Book of Arts, online
- People 2022**, November 2022, Gallerium Art Exhibitions, online
- Fresh Talent**, October 2021, Bainbridge Arts & Crafts Gallery, Bainbridge Island, WA
- Featuring Anna Sparks**, March 2021, Sigillo Cellars, North Bend, WA
- Architecture**, September 2020, Envision Arts, www.envisionartshow.com
- Alphabet Soup**, April 2020, Alterwork Studios, 30-09 35th Ave Long Island City, NY
- Progression**, November 2018, TJ Studios, 526 West 26th St. Suite 1001 New York, NY
- 38**, May 2018, John Doe Gallery, 112 Waterbury St. Brooklyn, NY
- Changes**, October 2017, TJ Studios, 526 West 26th St. Suite 1001 New York, NY
- Time Measures**, September 2016, Central Saloon, 207 1st Ave S Seattle, WA
- Presenting Anna Sparks**, April 2016, Columbia City Art Walk, Seattle, WA
- Femmes Fatales**, March 2016, Central Saloon, Seattle, WA
- Best of Gage, 2012**, June 2012, Gage Academy of Art, Seattle, WA
- New Work**, May 2012, Warren Knapp Gallery, Seattle, WA
- Abbreviated**, February 2012, Rosen Gallery at Gage Academy of Art, Seattle, WA
- ELements**, June 2011, Cafe Solstice, Seattle, WA
- Flora and Fauna**, June 2011, Macy's, Downtown Seattle, WA
- Anna Sparks**, April 2011, Max Higbee Bellingham Art Walk, Bellingham, WA
- GP Industrial Decline**, November 2010, JINX Art Space, Bellingham, WA

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Publications/Awards

Secret 7", War Child, 2025

Inhabit, F-stop Magazine, 2025

In The Modern World, Woofer Magazine, 2025

Coffee People Zine, Kat Melheim productions, 2023

The Book of Arts: People, Gallerium Art Exhibitions, 2022

Diversia 29th - UN Calendar - November 2022, Exhibizone Exhibitions, 2022

Subjectiv, an online journal featuring artists and writers of the Pacific Northwest, 2020

CMC, a photography zine by Camera of the Month Club, 2018

Wine labels for Harbinger Winery, 2013

Pizzablood, a zine by Jaimie Fife and Cooper Eaton, 2012

Labyrinth, a Western Washington University art publication, 2010

Jeopardy, a Western Washington University art publication, 2009