

ANNA SPARKS

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Experienced project manager and marketing campaign developer, adept at leveraging high technological literacy, key media strategies, and communication tools to develop sophisticated websites, tools, and UX visual interfaces.

Areas of Expertise

UX/UI, Website, Graphic Design
Communication Strategy
Project Management
Database Management

Education

Bachelor of Arts
Western Washington University
Bellingham, WA

Certificates

UX & Visual Interface Design
University of Washington
2022

Data Analysis HRCI
MindEdge
2022

200hr Teaching
Seattle Yoga Arts
2021

Technical Skills

Communication + Marketing – MS Office Suite, Google apps, Social media; Hootsuite, Sprout, Latr, Slack, Doodle, SurveyMonkey, Pardot, Formstack, Zoom Events, Blog and copywriting, Media outreach
Design – Adobe Creative Suite; InDesign, Illustrator, Photoshop; Figma, Film + Digital Photography, Video editing, Drupal, Wordpress, Squarespace, Google Analytics, HTML, CMS, CSS, SEO
Management – Salesforce, Fonteva, Impexium, Protech, Filemaker, Jira, Asana, Smartsheet, Trello, Basecamp, Dropbox, Miro, Mural, Budgets

Professional Experience

Philanthropy NW

Manager – Database and Technology:

Seattle WA

2022–Present

Spearhead the organizational tech strategy, creating engaging member experiences across all digital platforms.

- Implemented core integrations within Salesforce and our website to improve efficiency and communications
- Design WCAG web accessibility, site maps, and usability tests for website redesign
- Developed an innovative membership journey map for driving the 2023 membership campaign
- Mobilized MarCom team, creating a Salesforce Guide to aid staff on database functions

AIGA, the professional association for design

Membership – Manager/Associate

New York, NY

2017–2022

Supervised all departmental operations, including designing marketing resources, social media posts, emails and newsletters for one of the oldest professional associations.

- Leveraged data from heatmaps to modify website, streamline user flow and enhance user experience
- Transferred 60K records to new databases on two occasions
- Designed and wrote copy for new Student Group Toolkit reaching 200+ student groups as Membership Associate
- Earned promotion from Associate to Manager position within one year

Neighborhood Farmers Markets Alliance

Development and Outreach Coordinator

Seattle, WA

2015–2016

Forged long-term and productive business relations with key partners to facilitate development of seven farmers markets.

- Organized annual fundraiser featuring 20+ prominent chefs, 40 farms, 250 paying guests, and an auction
- Wrote copy for weekly newsletters, press releases and blog posts increasing brand awareness and media relations
- Hosted Whole Foods, BECU, and Pagliacci Pizza in long-standing market events

Winston Wächter Fine Art

Communications Director/Registrar

Seattle, WA

2012–2015

Introduced creative marketing techniques and streamlined communication channels to boost artists' projects and sales.

- Designed new in-house website management by transferring concerned website to Wordpress
- Created presentations based on artist research, exhibitions, and art fairs
- Achieved promotion from Registrar to Director position within one year

Additional Experience

Board Member
Emerald City Supper Club
2021–Present

Founder, curator
Stay Happy Collective, Seattle
2010–Present

Member, organizer
Camera of the Month Club, New York
2017–2019

Photography assistant
Robin Layton Photography, Seattle
2016–2017

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Exhibitions

- "**Fresh Talent**" // October 2021, Bainbridge Arts & Crafts Gallery, Bainbridge Island, WA
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- "**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 Artwalk, 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

Publications/Awards

- 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
- Labrynth**, a Western Washington University art publication, 2010
- Jeopardy**, a Western Washington University art publication, 2009