

# ANNA SPARKS

Seattle, WA    [asparks87@gmail.com](mailto:asparks87@gmail.com)    [@asparks.arts](https://www.instagram.com/asparks.arts)

**About Me:**  
Creative communications professional and designer with expertise  
in UX, film photography, graphic design and marketing

## Education

**Bachelor of Arts**  
Western Washington University  
2006 – 2011

**UX & Visual Interface Design Professional Certificate**  
University of Washington  
2022

**Data Analysis HRCI**  
MindEdge  
2022

## Technical Skills

### Graphic design

Adobe Creative Suite;  
InDesign, Illustrator, Acrobat,  
Photoshop, Lightroom,  
Dreamweaver  
Figma

### Database management

Salesforce, Fonteva, Impexium,  
Protech, Raisers Edge, Filemaker

### Marketing

Email, Blog and copy writing  
Instagram, Twitter, Facebook,  
SnapChat, LinkedIn  
Hootsuite, Sprout, Latr

### Web development

HTML, CMS, CSS, Drupal,  
Wordpress, Squarespace,  
Google Analytics  
SEO

### Project management tools;

Jira, Asana, Smartsheet, Trello  
Basecamp, Dropbox

### Office communications

Microsoft Office  
Google Meet + Office apps  
Slack, Doodle  
Zoom, Microsoft Teams  
Survey Monkey

## Passion Projects

**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

**Volunteer, photographer**  
Northwest African American Museum  
2014–2016

## Professional Experience

### **AIGA, the professional association for design, New York City, NY**

*Membership Manager: February 2018–Present*

*Membership Associate: January 2017–February 2018*

**Manages all things in the membership department for one of the largest and oldest professional associations.**

- Ensures a positive online user experience while providing prompt customer service
- Identifies, addresses, and tests database issues with contracted developers
- Manually runs payment processes, creating queries and reports, and new procedures

**Fosters community engagement for members, volunteers, and national task forces.**

- Designs marketing materials, newsletters, HTML emails, social posts, and print materials
- Creates successful email blasts for 200,000+ recipients
- Conducts user research, interviews, and surveys to determine member value

**Created new office protocols and partnerships.**

- Helped team with new website development, determining best user flow
- Constructed new project management tools, such as Asana, for better office organization
- Writes and directs partnership agreements for member benefits

### **Neighborhood Farmers Markets Alliance, Seattle, WA**

*Development and Outreach Coordinator: July 2015–November 2016*

**Nurtured relations with local businesses and partners to add sponsorships and community events to the 7 farmers markets.**

- Organized the annual fundraiser featuring 20+ prominent chefs, 40 farms, 250 paying guests, and auction
- Hosted Whole Foods, BECU, and Pagliacci Pizza to maintain long-standing market day of events
- Acted as in-house graphic designer, photographer, and tech support
- Wrote and distributed weekly newsletters and press releases

### **Winston Wächter Fine Art, Seattle, WA**

*Communications Director: December 2013–June 2015*

*Registrar: November 2012–December 2013*

**Advanced artists' sales and projects by instilling efficient marketing and communications.**

- Developed a new website which could be managed in-house
- Specialized in exhibition preparation, installation, and project management
- Improved client relations through e-mail correspondence and sales outreach
- Maintained gallery inventory and records through database and online server

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## Exhibitions

- "**Fresh Talent**" // October 2021, Bainbridge Arts & Crafts Gallery, Bainbridge Island, WA
- "**Architecture**" // September 2020, Envision Arts, [www.envisionartshow.com](http://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

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