

ANNA SPARKS

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Experienced marketing, digital strategist, and project manager adept at leveraging high technological literacy and creativity to develop sophisticated online experiences.

Professional Experience

Pristine Sweeps *Operations Manager*

Seattle, WA
February 2023 – Present

Designed marketing materials, such as business cards, sandwich boards, and email campaigns. Organizing in-home projects via Jobber and Dropbox. Managing a website refresh, SEO, and revenue. Implemented the use of new applications for office work and waitlist tracking, business SOPs, and customer relationships.

Philanthropy NW *Database and Technology Manager*

Seattle, WA
June 2022 – February 2023

Developed an innovative journey map for driving the 2023 membership campaign, implementing best user practices and new online payment option. Mobilized core integrations within Salesforce while constructing a self-guided professional development plan, and successfully managed virtual conference registration within first 3 months of employment.

AIGA, the professional association for design *Membership Manager + Membership Associate*

New York, NY
January 2017 – May 2022

Supervised all departmental operations, including developing community groups and managing Salesforce processes and member reports. Designed print and web creative marketing materials, newsletters, social media posts, and member campaigns. Collaborated with international consultants and project managers to organize a large-scale database transfer on two different occasions. Developed creative assets for new and renewing member packets, as well as created a Student Group Toolkit reaching 200+ student groups with at least 10 student members.

Neighborhood Farmers Markets Alliance *Development and Outreach Coordinator*

Seattle, WA
July 2015 – November 2016

Forged long-term and productive business relations with key partners to facilitate development of 7 farmers markets, simultaneously organizing the organization's annual fundraiser featuring 20+ prominent chefs, 40 farms, 250 paying guests and a silent auction. Hosted Whole Foods, BECU, Pagliacci Pizza, and other partners in long-standing events, providing free education to the community and sponsorship to the markets.

Winston Wächter Fine Art *Communications Director + Registrar*

Seattle, WA
November 2012 – June 2015

Introduced creative marketing techniques, researched artists and created presentations, wrote press releases and designed e-newsletters. Photographed art-works in-home and on display at events. Streamlined communication channels to boost art projects, sales, and organized art fairs. Developed new in-house website management by transferring the gallery's website to Wordpress and managed social media. Arranged domestic and international shipping and travels.

Areas of Expertise

Website, UX/UI
Graphic Design
Communication Strategy
Project Management
Event Coordination
Database Management
Member Strategy
Photography

Certificates

UX & Visual Interface Design
University of Washington
2022
Data Analysis HRCI
MindEdge
2022
200hr Teaching
Seattle Yoga Arts
2021
Customer Service Management
ASAE
2017

Technical Skills

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

Education

Bachelor of Arts
Western Washington University
Bellingham, WA

Additional Experience

Board Member
Emerald City Supper Club
2020 – Present

Founder, curator
Stay Happy Collective
2010 – Present

Volunteer
Rainier Valley Food Bank
2019 – Present

Member, organizer
Camera of the Month Club
2017 – 2019

Photography assistant
Robin Layton Photography
2016 – 2017

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Exhibitions

- "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

Publications/Awards

- 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