

ANNA SPARKS

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Experienced database manager, UX designer and project manager adept at leveraging high technological literacy, key media strategies and creativity to develop sophisticated web and customer experiences.

Professional Experience

Philanthropy NW

Database and Technology Manager

Seattle WA

June 2022 – Present

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

- Enacted WCAG web accessibility, site maps and usability tests for website redesign
- 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, successfully managing virtual conference registration within first 3 months of employment
- Increased team collaboration, creating a Salesforce Guide and Office Hour meeting to aid staff on database functions

AIGA, the professional association for design

Membership Manager + Associate

New York, NY

January 2017 – May 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 heat-maps to modify website, streamline user flow and enhance the overall user experience
- Transferred over 60K records to new databases on two occasions
- Managed marketing lists of 200,000+ subscribers with an average open rate of 25%
- Designed and wrote copy for new Student Group Toolkit reaching 200+ student groups as Membership Associate

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 seven farmers markets.

- Updated website, wrote copy for weekly newsletters and designed marketing materials to increase brand awareness and media relations
- Organized annual fundraiser featuring 20+ prominent chefs, 40 farms, 250 paying guests and an auction
- Hosted Whole Foods, BECU, and Pagliacci Pizza in long-standing day-of market events

Winston Wächter Fine Art

Communications Director + Registrar

Seattle, WA

November 2012 – June 2015

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

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

Areas of Expertise

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

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 copy writing, 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, 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

- "**People 2022**" // November 2022, Gallerium Art Exhibitions, online
- "**Fresh Talent**" // October 2021, Bainbridge Arts & Crafts Gallery, Bainbridge Island, 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