

ANNA SPARKS

asparks87@gmail.com 425.802.5409 Seattle, WA
asparksarts.com // @asparks.arts // LinkedIn/annasparks87

Creative communications digital strategist and content manager, with over 10 years experience, adept at leveraging high technological literacy, organization, and design skills into captivating online and sophisticated customer experiences.

Education

Bachelor of Arts
Western Washington University
Bellingham, WA

Certificates

Digital Marketing & Fundraising
Nonprofit Tech for Good

UX & Visual Interface Design
University of Washington

Data Analysis HRCI
MindEdge

Customer Service Management
ASAE

Technical Skills

Design – Adobe Creative Suite; InDesign, Illustrator, Photoshop; Canva, 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

Communication + Marketing: MS Office Suite, Google Apps, SEMrush, Social media and scheduling software, Slack, SurveyMonkey, Pardot, Formstack, Zoom Events, Mailchimp, GoogleAds, Classy

Areas of Expertise

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

Professional Experience

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

- Increased engagement on Instagram, Facebook, and LinkedIn by over 100% in the first 3 months
- Introduced new software and marketing partners for improved efficiency, such as SEMrush, HubSpot, and The Seattle Times Media Solutions
- Managed org-wide communications by designing new marketing materials, capturing classroom and event photography, updating style guides, and on-going website maintenance

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

- Ran reports for a new revenue tracking system and organized client communications in Jobber
- Designed marketing materials; social media posts, business cards, sandwich boards, and email campaigns via Adobe CC and Canva
- Managed a website refresh project with improved SEO

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 and 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 + Membership Associate January 2017 – May 2022

- Supervised all departmental operations, including developing community groups and managing Salesforce processes and member reports
- Collaborated with international consultants and project managers to organize a large-scale database transfer on 2 different 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, e.g. Whole Foods, BECU, Pagliacci Pizza, etc. with long-standing market events, providing free education to the community and increased sponsorship
- Forged long-term business relations with key partners to facilitate the development of 7 farmers markets, while organizing the organization's annual fundraiser featuring 20+ prominent chefs, 40 farms, 250 paying guests, and a silent auction

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

- Developed new in-house website management by transferring website to Wordpress that resulted in an increase in website traffic
- Crafted client correspondence providing several art sales while maintaining a detailed database
- Captured photographs of exhibitions and art fairs, and organized shipping and travel arrangements of artworks nationally and internationally, drafting professional e-newsletters

Additional Experience

Board Member Emerald City Supper Club 2020 – Present	Founder, curator Stay Happy Collective 2010 – Present	Cafe Manager & Server Koi Cafe, Arosa Cafe, Japonessa 2003 – 2012
---	--	--

ANNA SPARKS

Seattle, WA

asparks87@gmail.com

[@asparks.arts](https://www.instagram.com/asparks.arts)

www.asparksarts.com



Exhibitions

- “**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
- “**Anna Sparks**” // September 2023, American Cancer Discovery Shop, 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

Publications/Awards

- 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