

ANNA SPARKS

Seattle, WA 98024

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Art and communications professional who has a keen eye for detail and organization.

Possesses practical knowledge of photography, design, marketing, user experience, and community development.

Work Experience:

AIGA Design, New York City

• **Associate Director of Community Engagement: November 2018 – Present**

Managed a recent database transition to improve user experience for one of the largest and oldest professional associations. Develops and creates all member and chapter communications including emails, website updates, social media, design assets, and newsletters. Fosters national community of chapter leaders and groups on digital platforms like Slack, Google Groups, Facebook, and Zoom, and coordinates member benefits by working with partners in developing communication plan and project management.

• **Membership Manager: February 2018 – November 2018**

Oversees all membership related database processes, payments, and communications for the department. Helps build and connect members with their professional and chapter officer communities. Leads member archive tours and facilitates AIGA's student groups.

• **Membership Associate: January 2017 – February 2018**

Manages individual and group membership processing, along with all other member processes and resources, ensuring a positive member experience. Maintains accurate data records and detailed communication records, while identifying and addressing any technical issues with CRM.

Neighborhood Farmers Markets Alliance, Seattle, WA

• **Development and Outreach Coordinator: July 2015 – October 2016**

Developed relations with community partners and businesses to add sponsorships and funding to the farmers markets. Managed and coordinated all special events including the annual fundraiser which featured over 20 chefs, 40 local producers, 250 paying guests, a live auction, games and music. Designed, created and distributed weekly newsletter and press releases. Managed neighborhood outreach, advertising campaigns, website and social media. Created new blog with compelling content, photographs, and stories. Implemented new office organization system for efficiency in work place. Acted as in-house graphic designer, photographer, and tech support.

Winston Wächter Fine Art, Seattle, WA

• **Communications Director: December 2013 – June 2015**

Photographed artwork and exhibitions. Designed and distributed marketing material for various events. Helped develop a new website which could be managed in-house. Nurtured client relations through e-mail correspondence and sales outreach. Provided various presentations and research.

• **Registrar: November 2012 – December 2013**

Maintained gallery inventory and records through database and online server. Organized shipping and travel arrangements nationally and internationally. Assisted with exhibition preparation and installation and project management for new artist installations.

Gage Academy of Art, Seattle, WA

• **Communications Intern: September 2011 – April 2012**

Created design layouts for pamphlets, helped organize digital files, and photographed classes and events for distribution.

Education:

Bachelor of Arts
Western Washington University,
Bellingham, WA
2006 – 2011

Technical Skills:

Graphic design
Adobe Creative Suite
Salesforce
HTML + CSS
Microsoft Office
Database management
Google Analytics
Mailchimp + e-newsletters
Wordpress
Blog development
Social media
Digital + film photography

Passion Projects:

Founder, curator
Stay Happy Collective, Seattle
2009 – 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

Volunteer, photographer
YWCA 5th Avenue Boutique, Seattle
2016 to 2016