



JAMES SAWYER
Creative Professional

CONTACT INFORMATION

- Denver, Colorado
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TECHNICAL SKILLS

- Project Management
- Adobe Creative Suite
- Email Marketing
- Social Media Management
- Digital Advertising
- Website Development (CMS)
- Google Ads / Analytics

STRENGTHS

**STRATEGIC
POSITIVITY
IDEATION
RESTORATIVE
ACHIEVER**

PROFESSIONAL EXPERIENCE

Assistant Director of Marketing & Communication

University of Colorado – Denver

April 2018 – Present

- Drive brand awareness & engagement by developing and executing marketing strategies that are informed by market research.
- Track and report on marketing KPIs and SEO to ensure strategic effectiveness toward organizational goals.
- Manage and produce written and multimedia content, including videos, graphics, social media content, email newsletters, web copy through CMS, and slidedecks.
- Assist leadership team to understand key priorities and focus areas to ensure all communications plans are aligned.
- Directly supervise and oversee the marketing coordinator, graphic design team, and internship program.
- Coordinate with photographers and videographers to ensure media library is comprehensive for social, website, and design.

Coordinator of Marketing & Graphic Design

Duke University

June 2016 – April 2018

- Responsible for the development and distribution of promotional assets across various mediums that influence and engage our audiences.
- Managed multiple social media channels; brainstorm innovative content for organic & paid social for Instagram, Facebook, and Twitter accounts. +25.2% growth, on average.
- Functioned as a project manager: determining campaign goals, target audiences, tactics, key messaging, creative deliverables, timelines, and measurements of success.

Marketing Graduate Assistant

University of Wyoming

August 2014 – June 2016

- Consulted with external game sponsors to deliver branded in-game marketing.
- Designed marketing deliverables and managed the recreation department social media accounts.
- Supported various large-scale community outreach and engagement events.

EDUCATION

Master of Arts in Communication

Project: Building Awareness for Recreation

University of Wyoming

May 2016

Bachelor of Science in Business

Emphasis in Marketing

University of Colorado - Colorado Springs

May 2014