






JAMES SAWYER
Digital Marketing Professional

CONTACT INFORMATION


 Denver, Colorado
 719.232.6086
 sawyerj24@gmail.com
 jsawcreative.com


TECHNICAL SKILLS


Project Management



Adobe Creative Suite


Email Marketing


Social Media Management


Digital Advertising


Photography / Videography


Website Development (CMS)


STRENGTHS

STRATEGIC
POSITIVITY
IDEATION
RESTORATIVE
ACHIEVER

PROFESSIONAL EXPERIENCE

Senior Brand Strategist

UCHealth

April 2022 - Present

- Develop a holistic social media strategy, integrating automation for content creation and moderation, driving efficiency and performance.
- Revamp analytic frameworks and reporting standards, enabling real-time KPI tracking and informed decision-making.
- Optimize budget utilization and forecasting, aligning social strategy with fiscal responsibility and organizational goals for enhanced ROI.
- Facilitate communication with stakeholders through customized reporting dashboards and streamlined project workflows, fostering transparency and efficiency.

Assistant Director of Marketing & Communication

University of Colorado - Denver

April 2018 - April 2022

- Developed and monitored marketing KPIs, managing diverse content including videography, social media, and newsletters for cohesive brand messaging.
- Provided key priorities to the leadership team, ensuring alignment in communication plans and strategic focus areas.
- Led and supervised marketing teams, fostering growth and ensuring seamless execution of initiatives.

Coordinator of Marketing & Graphic Design

Duke University

June 2016 - April 2018

- Created and distributed promotional assets across digital channels to engage the audience effectively.
- Managed multiple social media channels, driving +25.2% growth on average through innovative content strategies for organic and paid campaigns.
- Orchestrated comprehensive campaign strategies, defining goals, target audiences, creative deliverables, and success metrics, ensuring effective execution and measurement of outcomes.

Marketing Graduate Assistant

University of Wyoming

August 2014 - June 2016

- Designed marketing deliverables and managed the department social media accounts.
- Planned and supported various large-scale community outreach and engagement events.

EDUCATION

Master of Arts in Communication

Graduate 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