

# SARAH LUTHER

## PROFESSIONAL SUMMARY

Results-driven marketing and creative professional with seven years of experience in visual communication and branding. Skilled in strategizing omnichannel campaigns and translating marketing goals into compelling designs across print and digital platforms. Proven expertise in strategy development, branding, and creative direction. Collaborative team player with a track record of delivering high-quality work in fast-paced environments. Eager to leverage design and marketing skills to drive impactful campaigns.

## WORK EXPERIENCE

### Associated General Contractors of America

*Content Marketing Manager* | 9/2022 - Present

- Marketing lead for nine annual conferences and association education programs, managing website design, graphics, email campaigns, social media, and paid advertising, driving increased attendance and engagement
- Serve as the organization's primary graphic designer, providing design solutions for a wide range of projects and becoming the go-to expert for creating high-quality visual assets across all departments
- Implement strategic marketing for AGC webinars, achieving a significant 46% increase in registrants from 2022 to 2023, and 59% increase in revenue from 2023 to 2024
- Selected as AGC Employee of the Year for 2024

### CET Academic Programs

*Senior Marketing and Design Coordinator* | 10/2021 - 9/2022

- Modernized company promotional materials' design and production, including brochures, branded items, and flyers, saving \$22,000 annually
- Executed a sustainability-focused marketing strategy by transitioning print materials to digital platforms, resulting in \$26,000 in annual cost savings

*Marketing and Design Coordinator* | 4/2021 - 10/2021

- Oversaw stakeholder relationships, managing communication, project requirements, quotes, timelines, and deliverables, resulting in a successful marketing portfolio development
- Launched a team-building competition among international staff to enhance marketing collateral for company branding redesign, fostering collaboration and creativity

*Digital Marketing Coordinator* | 6/2018 - 4/2021

- Directed creative vision for new company website development, ensuring alignment with branding and strategic objectives
- Managed annual marketing production cycle for website, brochures, and promotional materials, employing strong project management for timely deliverables

### National Endowment for the Humanities

*Communications & Design Intern* | 5/2017-8/2017

- Designed graphics for agency external communications, collaborating across teams to develop cohesive departmental branding

## EDUCATION

### Bachelor of Arts


*Elon University* | 2018

- Majors: Communication Design, Art, Art History
- Minor: Classical Studies
- Magna Cum Laude

## SKILLS


- Adobe Creative Suite
- Digital & Print Design
- UX/UI Design
- Agile Project Management
- Data-Driven Design Optimization
- Strategy Development
- Vendor Management
- WordPress
- Copywriting
- Salesforce & Higher Logic
- Figma
- HTML/CSS
- Painting
- Illustration


## CONTACT

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 References available upon request