

SARAH LUTHER

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EDUCATION

ELON UNIVERSITY, 2018

Bachelor of Arts

*Majors: Art, Art History, and
Communication Design*

Magna Cum Laude

SKILLS

- Integrated Marketing & Campaign Strategy
- Brand Identity & Event Portfolio Branding
- Data-Driven Campaign Optimization
- Creative Direction
- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Visual Design & Marketing Collateral Development
- UX/UI & Website Design
- Copywriting & Content Strategy
- Marketing Automation & CRM (Salesforce, Higher Logic)
- Vendor & Creative Production Management
- Agile Project Management
- WordPress
- Figma
- HTML/CSS

PROFESSIONAL SUMMARY

Senior Marketing Manager with eight years of expertise in visual communication and branding, driving strategic brand identity redesigns and achieving significant engagement growth in national conferences and education programs.

WORK EXPERIENCE

Associated General Contractors of America

Senior Marketing Manager | Jan. 2026- Present

- Directed the redesign of the brand identity for the organization's national conference portfolio of 14 events, creating visual standards and marketing templates that increased audience engagement across 11 key digital platforms and in coordination with on-site branding opportunities.
- Marketing lead for nine annual conferences and education programs, developing strategy and managing execution across websites, graphics, email campaigns, social media, and paid advertising to drive attendance and engagement.
- Initiated implementation of AI tools that optimize marketing campaigns and support the transition to a new AMS, improving efficiency and overall campaign performance.

Marketing Manager | Sept. 2022- Jan. 2026

- Collaborated with 18 national cross-functional teams and 88 chapters across the country to align marketing initiatives with departmental goals, enhancing messaging clarity and improving partner satisfaction.
- Implemented strategic marketing for AGC Education programs, achieving a significant 46% increase in registrants from 2022 to 2023, and 59% increase in revenue from 2023 to 2024 in webinars.
- Selected as AGC Employee of the Year for 2024.

CET Academic Programs

Senior Marketing and Design Coordinator | Oct. 2021 - Sept. 2022

- Led redesign and modernization of promotional materials across print and digital channels, reducing annual marketing costs by \$22K.
- Conducted transition from primarily print to digital assets, generating \$26K in additional annual savings.

Marketing and Design Coordinator | April 2021 - Oct. 2021

- Managed marketing projects across stakeholders and vendors, overseeing scope, timelines, budgets, and deliverables.
- Launched an international staff competition to develop new collateral for a company-wide brand redesign.

Digital Marketing Coordinator | June 2018 - April 2021

- Directed creative vision and design implementation of a new company website aligned with brand and marketing strategy.
- Organized annual production of web, print, and promotional assets, ensuring consistent branding and on-time delivery.