

Sara Visvader

Marketing Coordinator & Digital Creative

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🌐 <https://www.sara-creates.com/>

Passionate and results-driven program coordinator with a strong background in community engagement, marketing, and leadership. Over six years of experience managing digital content, coordinating events, and supporting diverse teams. Experienced in working with individuals from various backgrounds, including youth, artists, and at-risk communities. A dedicated problem solver with a talent for building relationships and fostering inclusive environments.

Experience

- **Peaceful Valley Farm & Garden Supply; Marketing Coordinator** *2024-present*
 - Social Media Management: Developed/executed local social media campaigns, enhancing customer engagement and brand visibility. Created/scheduled posts, managed interactions, and analyzed performance to optimize strategies.
 - Website & Digital Asset Management: Created and maintained branded signage and digital content for the website. Utilized tools like Shopify, Google Workspace, & Asana for digital asset management and website updates.
 - Video & Graphic Design: Produced graphics and multimedia content for marketing initiatives. Used Adobe Creative Suite and Canva to design promotional materials and digital assets
- **Gold Vibe Kombuchary; Events & Community Engagement Coordinator** *2023- 2024*
 - Social Media & Content Creation: Managed social media content, including graphics and ads, and interacted with customers to build brand presence. Created and scheduled weekly newsletters and email marketing campaigns.
 - Website Management: Oversaw digital content and graphics using Shopify, ensuring consistent and engaging communication with customers.
 - Community Engagement: Enhanced brand reputation through proactive community interaction.
 - Artist & Internal relations; coordinating and overseeing the scheduling, collection, and distribution of all marketing assets for the team
- **The Miner's Foundry Cultural Center; House Manager** *2023- 2023*
 - Event Management: Coordinated large events, managing logistical details and ensuring smooth operation amongst a team of people; internal staff & multiple vendors, artists, or clients.
 - Provided customer service and facilitated communication between staff and clients.
- **The Aerial Lab; Co-Owner/Marketing Manager/Coach** *2016-2022*
 - Led program development, marketing, and community outreach for an arts-based education space.
 - Designed curriculum and facilitated movement-based workshops for diverse age groups.
 - Managed client relations, digital communications, and brand partnerships.
- **Pacific Quest Corporation; Team Lead/Field Staff** *2012 – 2013*
 - Guided at-risk youth through therapeutic and skill-building programs.
 - Supported individualized care plans in collaboration with therapists and family members.
 - Taught essential life skills, fostering resilience and personal growth.
- **Various Locations; Aerial Dance & Movement Instructor** *2013 – Present*
 - Guided at-risk youth through therapeutic and skill-building programs.
 - Supported individualized care plans in collaboration with therapists and family members.
 - Taught essential life skills, fostering resilience and personal growth.

Education

Chico State University

- Bachelor of Psychology
- GPA: 3.98

2023

Skills

- Social Media Management
- Digital Asset & Website Management
- Graphic & Video Design
- Content Creation
- Event Coordination
- Creativity
- Team Leadership
- Community Engagement
- Curriculum Development & Facilitation
- Volunteer Coordination & Support
- Cultural & Arts Program Development
- Partnership & Stakeholder Relations