SARA ROSS

Allentown, PA | 610-573-8144 | rsara7193@gmail.com | www.srcreativeportfolio.com

PROFESSIONAL SUMMARY

Advancement communications professional with a track record of leading fundraising and alumnae/i marketing strategy for higher education. Skilled in social media growth, cross-team training, marketing analysis, and translating institutional initiatives into audience-ready campaigns.

EXPERIENCE

Advancement Communications Manager | Cedar Crest College, Allentown, PA *2025 – Present*

- Manage Advancement and Alumnae/i Affairs communications strategy; lead a Social Media Assistant and cross-train Institutional Advancement staff on Canva, the Emma email platform, and a newly implemented IA brand guide.
- Drove data-informed marketing and fundraising communications that helped the College exceed its annual $1.1M Cedar Crest Fund goal and multi-year $5M fundraising goal for FY2026.
- Grew Cedar Crest Alumnae/i social channels: met/exceeded the 1,500-follower Instagram target (Launched the account in 2022 with zero followers), grew Facebook to 1,222, and LinkedIn to 12,925 followers, and launched a new TikTok channel (Feb. 2026) to reach younger alumnae/i.
- Designed the appeal letter and digital promotional materials for the new Expert Witness Center, Fall, Spring, and Reunion Appeals and built the social outreach plan for the Alumnae/i Affairs Mentorship Program and the Falcon Face-off, Decade Challenge, and GinkGO! Day of Giving campaigns.
- Led the redesign of the Advancement website; currently reconstructing the Alumnae/i Affairs webpages.
- Introduced and scaled an Asana Communications Request Form, improving project tracking and workflow department-wide.
- Completed a 10-month AI Ready training program; applied AI tools to social media data analysis and marketing strategy.

Advancement Communications Coordinator, Cedar Crest College *2022 – 2025*

- Managed all Advancement and Alumnae/i marketing and communications, including social media, web, digital/print solicitations, and event materials.
- Partnered with the Marketing Department on social content, website updates, and brand-aligned design and communication pieces.

Executive Director | Zebra Communications, Wilkes-Barre, PA (student-run PR agency) *2021 – 2022*

- Delegated and provided oversight for client projects, including nonprofits, university clubs, and organizations.
- Served as Medium Newsletter Editor (2020–2021): assigned, wrote, and edited articles, and designed the newsletter in Adobe InDesign.

Scholar of Communication | Allan P. Kirby Center for Free Enterprise & Entrepreneurship *2020 – 2022*

- Organized and created social media content for Facebook, LinkedIn, and Instagram.
- Collaborated on projects with fellow scholars and internal and external clients; updated blog posts to promote the Center.

Co-Editor, News | The Beacon (Wilkes University's campus newspaper) *2020 – 2021*

- Assigned, wrote, and edited articles, and designed page layouts.

INTERNSHIP EXPERIENCE

studio BE, Wilkes-Barre, PA *Summer 2021*

- Led social media strategy across Instagram, Facebook, Pinterest, and Twitter; researched competitors' campaigns to attract corporate clients; edited training videos and hosted Facebook Live sessions with guest speakers.

tecBRIDGE, Scranton, PA • **LSEO.com**, Wilkes-Barre, PA *2019 – 2022*

- Wrote blog and podcast content and assisted with the Business Competition Ceremony (tecBRIDGE); produced SEO content across healthcare, interior design, and financial services topics (LSEO.com).

ASR Media Productions, Bethlehem, PA *Summer 2019*

- Assisted with content and scriptwriting for *The PEAK*, a health and lifestyle TV program; created social media content for St. Luke's *HealthNOW*, a medical TV program.

EDUCATION

Cedar Crest College, Allentown, PA *January 2025*
Master of Business Administration in Women's Leadership
GPA: 4.00

Wilkes University, Wilkes-Barre, PA *May 2022*
Bachelor of Arts, Communication Studies — concentrations in media production, multimedia journalism, rhetorical studies, and strategic communications
Honors Program, Summa Cum Laude — GPA: 3.98/4.00

SKILLS

Social Media Strategy & Management • Copywriting & Editing • Email Marketing (Emma) • SEO • Web Design (WordPress, Wix) • Canva • Adobe Creative Suite (InDesign, Illustrator, Lightroom, Photoshop, Premiere) • Procreate • Photography • Video Recording & Editing • Blackbaud