

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 1,189 and LinkedIn to 12,666 followers, and launched a new TikTok channel (Feb. 2026) to reach younger alumnae/i.
 - Wrote and designed the appeal letter and digital promotional materials for the new Expert Witness Center, and built the social outreach plan and online participation form for the Alumnae/i Affairs Mentorship Program — both launched from concept to live use.
 - 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

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| Cedar Crest College , Allentown, PA January 2025 | Wilkes University , Wilkes-Barre, PA May 2022 |
| Master of Business Administration in Women's Leadership | Bachelor of Arts, Communication Studies — concentrations in media production, multimedia journalism, rhetorical studies, and strategic communications |
| GPA: 4.00 | 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