

# Sarah E. McCullough

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## EDUCATION

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**Bachelor of Science, Journalism** | 2013 – 2017  
*Boston University*

**Bachelor of Arts, Psychology** | 2013 – 2017  
*Boston University*

## QUALIFICATIONS & SKILLS

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- Committed, proactive, high-performing team player with strong organization and interpersonal skills.
- Experience fostering and managing relationships with a wide variety of stakeholders.
- Demonstrated expertise in digital communication strategies, marketing, and design.
- Strong writing and editing skills, creative thinking skills, and attention to detail.
- Proven success in facilitating audience growth and increased engagement.
- Ability to comprehend complex concepts and translate them into language for diverse audiences.
- Ability to handle multiple competing tasks and deliver accurate, quality work under tight deadlines for high-visibility projects and events.
- Fluency with Adobe Creative Suite (InDesign, Illustrator, Premiere Pro, Photoshop), Google Suite, WordPress, Mailchimp, Zoom, Microsoft Office, and social media management.
- Basic proficiency with HTML/CSS.

## EXPERIENCE

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**Engagement and Events Coordinator** | 2021 – Present  
*Harvard University, Harvard Data Science Initiative (HDSI)*

- Communications and content creation:
  - Conceives of and implements marketing and communication strategies, goals, and campaigns.
  - Creates HDSI editorial and marketing calendar; determines key themes and topics for the year.
  - Develops strategy proposals and presentations to pitch funding requests to stakeholders.
  - Manages communications, media, and marketing budget. Creates spending schedule for promotional posts.
  - Designs and disseminates all marketing materials and email campaigns, including the weekly newsletter on Mailchimp.
  - Manages audience of 37,000+ on social media platforms by creating original content, facilitating engagement, scheduling paid and organic posts, and analyzing progress and growth.
  - Provides monthly social media KPIs and manages the analysis and reporting of campaign performance to identify problems and opportunities.
  - Leads and executes all aspects in the creation of HDSI publications and annual reports, in addition to cover issues for the *Harvard Data Science Review*.
  - Created and manages all internal and external communications guidelines.
  - Leads and develops comprehensive, data-driven communications strategies while maintaining consistency in style, branding, and language across all public-facing platforms to advance HDSI's mission, priorities, and goals.

- Maintains collaborative relationships and manages communications with HDSI affiliates, stakeholders, and the Harvard community.
- Ensures HDSI maintains a strong digital presence while developing a distinctive brand aligned with the University social strategy and digital accessibility.
- Edits, manages, and publicizes media assets and content from events on communication outlets such as YouTube, newsletters, and the HDSI website.
- Website management:
  - Supports maintenance of the current HDSI website by ensuring content is updated, clear, concise, and aligned with best practices for SEO and digital accessibility.
  - Creates and maintains websites for special events such as donor events and conferences.
  - Conceptualizes and documents goals, timeline, and standards for a new HDSI website.
  - Led and oversaw the HDSI website redesign project by collaborating with Harvard Web Publishing (HWP) partners and key stakeholders to execute vision of the new website.
  - Manages staff schedules and trainings for content migration to new website.
- Events coordination:
  - Supports event planning and preparation, including organizing logistics, selecting photographers, drafting optimal schedules, managing invitations and communications to guests, coordinating event-day activities, and booking travel arrangements.
  - Manages the registration and promotion process of events, including regular seminar series, workshops, symposia, and conferences.
  - Designs any event-related materials and orders HDSI branded items.

### **Staff Assistant III | 2021 – 2021**

*Harvard Graduate School of Design, Office of Career Services (CS)*

- Communications and content creation:
  - Conceptualized, wrote, and designed print and digital materials including posters, presentations, videos, and program and career guides.
  - Conducted research and assisted in developing new and creative ways to reach target audiences and optimize communication efforts.
  - Researched best newsletter campaign platforms. Created a template for the office. Wrote and edited the weekly newsletter.
  - Made design decisions and sets brand standards for the office.
  - Managed social platforms and developed posting schedules and content calendars. Monitored the growth, reach, and engagement of GSD networks.
  - Created a range of assets, including coaching and employer collateral and email communications for internal and external groups.
  - Designed visuals to support data and accreditation reporting needs.
  - Supported generation of fellowship reports, contracts, and communications.
- Website management:
  - Worked in SharePoint, WordPress, and content management systems to write, edit, and maintain GSD webpages.
  - Coordinated directly with colleagues to write, edit, and update content regularly and ensured that the editorial voice and style were aligned with GSD editorial guidelines, digital accessibility standards, and SEO best practices.
- Events management:
  - Developed detailed event and project plans, including timelines. Monitored preparation progress to ensure deadlines were met.
  - Worked closely with the CS team to plan and execute events. Managed all communications in support of events.
  - Provided Zoom and in-person support before, during, and after events, including managing breakout rooms, registrations, and event settings.

- Pursued opportunities for improvement and presented ideas proactively for future projects based on data collected from event reports.

### **Assistant to Career Services Coordinator | 2020 – 2021**

*Harvard Graduate School of Design, Office of Career Services (CS)*

- Worked closely with Career Services Coordinator and provided support on any essential tasks.
- Planned virtual events by setting up registration forms and Zoom meetings, sending employer invitations, managing registrations, collecting presentation materials, and coordinating logistics.
- Liaised with employers to discuss job opportunities for students and details for networking events.
- Entered, reviewed, and approved current job opportunities for students and alumni on the career portal.
- Edited Zoom event recordings in Premiere Pro and created event presentations in PowerPoint.
- Maintained ongoing documentation of projects and generate manuals for best practices.

### **Receptionist | 2019 – 2020**

*Houghton Mifflin Harcourt*

- Reviewed and proofread work by the Corporate Communications team and submitted revisions.
- Managed invoices and subscriptions for SVP of Corporate Communications.
- Assisted with Corporate Communications projects by creating spreadsheets, articles, and presentations.
- Assisted executive administrators with meeting preparation and other administrative tasks.

### **Executive Assistant to Chief Technology Officer | 2018 – 2019**

*American Tower Corporation*

- Assisted in planning for 5 company events and 3 Board of Directors meetings by booking conference rooms, coordinating logistics, arranging catering, and developing agendas for meetings.
- Managed calendar and email for CTO and ensured frequent communication needed for priority contacts.
- Coordinated domestic and international travel arrangements for CTO using Eugencia, including booking airfare, hotel, and ground transportation.
- Ensured smooth business operations by scheduling and organizing meetings and conferences for CTO.

### **Content Coordinator | 2018 – 2018**

*TripAdvisor, Inc.*

- Researched and recorded 4,000 destinations for the website using Excel, Google, and TripAdvisor tools.
- Updated destination webpages by adding detailed information and editing for inaccuracies.
- Edited existing property manager information for accuracy in Salesforce.

### **Marketing and Communications Intern | 2016 – 2016**

*Advanced Diamond Technologies*

- Guided executive team during business development decision-making to optimize profitability, marketing strategy, and communications planning.
- Optimized advertising efforts by designing new brochures, developing content for media relations, corporate communications, and social media posts.
- Rewrote copy using familiar language so the company's sales message was more easily received.

### **Editorial Intern | 2015 – 2016**

*Boston Magazine*

- Wrote, edited, and transcribed content for the website and print publication.
- Worked with staff to assist with story development and research.