



# Sarah Cronin

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802.233.3997

## SKILLS

### Creative

Illustration  
Web & Print Design  
Digital Animation  
Typeface Design  
Brand Design  
Packaging Design  
Data Visualization  
Photography  
Video Production

### Software

Adobe Creative Suite  
Microsoft Office  
Premiere  
Final Cut Pro  
Logic  
Protools

### Web

Drupal  
Basic HTML  
Bootstrap  
Wordpress  
Email Marketing  
SEO Optimization

### Social Media

Social Media Strategy  
Content Management  
Google Analytics  
Sprout Social  
Meltwater

## REFERENCES

### Annie DeVane

*Director of Communications  
and Web Strategies*

The Friedman School at Tufts University

annie.devane@tufts.edu  
(617) 636-6972

### Nick Russell

*President*

LightWay Media Solutions

nicholas.russell@lightwayms.com  
(774) 277-1540

## EDUCATION

JUNE 2017  
SEPT 2021

SMFA AT TUFTS UNIVERSITY | BOSTON, MA

*Certificate in Graphic Design*

Excelled in all courses, work featured in recruitment campaigns for prospective students.

OCT 2017

EDWARD TUFTE TRAINING | BOSTON, MA

*Presenting Data and Information*

Instructed in fundamental strategies of analytical design.

SEPT 2001  
MAY 2005

THE SCHOOL OF THE MUSEUM OF FINE ARTS | BOSTON, MA

*BFA, Multimedia Art and Design*

Coursework in Art History, Art Theory, Digital Media, and Performance.

## EXPERIENCE

JUNE 2018  
PRESENT

THE FRIEDMAN SCHOOL OF NUTRITION SCIENCE AND POLICY  
AT TUFTS UNIVERSITY | BOSTON, MA

*Senior Communications Specialist*

Developed and maintained relationships with key stakeholders internally and externally to streamline content creation and to implement web and print marketing strategies.

Managed student interns in the production of editorial content and social media publishing.

Tracked critical metrics to create data-driven baselines for success. Social media engagement strategies increased Twitter followers by 2,600% over 6 years.

Led initiatives to raise awareness of University brand standards and guidelines. Managed brand identity and built brand awareness across all communications channels.

JUN 2014  
JUN 2018

THE FRIEDMAN SCHOOL OF NUTRITION SCIENCE AND POLICY  
AT TUFTS UNIVERSITY | BOSTON, MA

*Communications Specialist*

Created and managed visual and editorial content for the School's website and social media channels, including illustrations, data visualizations, and science communication campaigns.

Collaborated with departments and grant-funded project teams within the School to fine-tune messaging and marketing strategies.

Conducted outreach to departments, grant-funded projects, and teams within the School to surface powerful stories and to create original written and multi-media content about the work.

Engaged stakeholders in the development of a cohesive look and feel for our website, marketing content, annual reports, and five-year strategic plan.

MAY 2010  
PRESENT

MULTIMEDIA DESIGNER AND COMPOSER | BOSTON, MA

*Freelance*

Worked with a range of clients, from small businesses to arts-industry professionals, to create brand identities, web and print collateral, and packaging and product design.

Licensed original compositions to HBO, CBS, MTV, and independent filmmakers. Received accolades in Spin, Bust, American Songwriter, Paste, Pitchfork, Vice, Billboard, NPR, and many other independent publications. Received a 2012 Boston Music Award for Best Female Vocalist.