

Sara Sturtevant

Enthusiastic, connection-driven leader

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Over 20 years' experience in strategic planning and project/program management, with a focus on designing, implementing, and executing new avenues of revenue generation and client engagement with cross-functional teams. An enthusiastic, global thinker with a mind for creativity and efficiency. A servant leader who believes everyone has value and importance.

Work Experience

Director of Business Relationships and Projects Texas Nursery & Landscape Association

Texas Nursery & Landscape Association - Austin, TX

April 2021- January 2023

- Designed and executed membership database project to discover key issues impacting database effectiveness and efficacy.
- Designed, managed, and executed marketing strategy and timeline with deliverables for annual event grossing 1.5 million dollars.
- Designed, managed, and executed membership acquisition campaign with timeline, deliverables, and success markers to increase membership sales.
- Managed staff and contractors to execute acquisition campaign and marketing strategy.
- Met budgetary goals for all projects and exceeded revenue projections for 2022 EXPO.
- Lead , managed, and executed brand redesign with key stakeholders, implementing a voice, direction, and timeline for deliverables for Lone Star Hort Forum.
- Designed, managed, and executed redesign of bi-weekly e-publication to increase readability, access, and advertisement engagement.
- Lead, managed, and executed publication and advertising strategy with key stakeholders to increase revenue and efficiency while also delivering a higher quality, more engaging product that showcased the organization's value to both members and advertisers.

Sturtevant Digital Marketing Founder/ CEO

Sturtevant Digital Marketing - Austin, TX

November 2020- present

- Delivered clients' time-sensitive projects on time and within budget
- Consulted on marketing and communications practices and strategies to deliver high-impact impressions with clients' identified audience
- Consulted with clients on best business practices based on current business needs, focusing on best use of current business position to maximize revenue stream with minimum monetary investment
- Designed and generated numerous video and graphic assets to showcase clients' work and the work of their membership

Director of Communications Project Manager

EMDR International Association - Austin, TX

June 2015 to July 2020

- Increased client engagement through marketing conference opportunities increasing participation in the annual online conference by 185% in the second year
- Managed contract services, staff and vendors to support written publication projects in communication, design and printing needs on time and within budget
- Managed both private and public mental health organizations to deliver timely information and educational pieces via the quarterly magazine.
- Led and managed the organization's development and execution of three online conferences in the first year, attracting over 600 participants
- Developed and executed a tiered online content usage system that repackaged and distributed educational content to over 2,000 users, generating \$85,000 in annual revenue
- Led and managed the redesign of EMDRIA's quarterly publication from a newsletter to a magazine, with 10,000 members
- Developed content, wrote and edited articles for the publication with an eye toward beefing up readership and expanding social media presence
- Redesigned EMDRIA eNews, resulting in a 45% open rate, 61% higher than the industry average
- Led and managed Request for Proposal process in 2018

Educator

LSU AgCenter - Baton Rouge, LA

October 2012 to January 2015

- Redesigned the community advisory process to successfully engage board members and gain critical support from stakeholders
- Directed and managed advisory and foundation boards, guiding the strategic planning process
- Developed and managed volunteer training programs and directed over 50 volunteer educators in leadership and management roles
- Developed and enhanced program delivery for over 1,500 individuals
- Utilized social media to promote the center, reaching over 2,000 individuals

Marketing Manager

HotBox Pizza- West Lafayette, IN

January 2011 to August 2011

- Exceeded company's summer revenue goals
- Contributed to consistent significant increases in revenue over the previous year with gains of 8.4% in February, 20.8% in March, 10.3% in April, 25.3% in May, 58.6% in June and 72% in July
- Designed, promoted and managed a promotional event that exceeded the revenue goal by 260%

Program Coordinator

Purdue University- West Lafayette, IN

August 2004 to December 2010

- Managed and trained multiple volunteer teams to deliver programs
- Increased membership by 10% over six years, attracting more diverse individuals
- Edited and organized mail communications to an audience of 1,900 individuals

Assistant Director

NC State Cooperative Extension Service - Asheville, NC April 2001 to August 2004

- Directed a curriculum-based program for over 100 individuals, while ensuring compliance with accreditation standards
- Managed, trained, and recruited an assistant director and 16 staff members
- Developed and executed a training course and manual for a staff of up to 20 individuals
- Assisted in training staff for work with special populations

Education

M.S. in Program Planning (Ag Communications and Extension Education)

Purdue University - West Lafayette, IN- December 2010

B.S. in Horticulture (Landscape Design)

North Carolina State University - Raleigh, NC- May 2001

Certifications/Licenses

Certified ScrumMaster (CSM)

February 2023

Leadership Texas Society of Association Executives

October 2017

Groups

Texas Association of Cactus and Succulent Societies- President (2020- 2022)

Member since January 2018

Austin Cactus and Succulent Society- President (2018-present)

Member since January 2017

Cactus and Succulent Society of America

Member since April 2020

Women Communicators of Austin- VP of Professional Development 2023-2024

Member since April 2020

Skills

Miro, Asana, Adobe DC, Canva, Google Drive, Google Docs, Higher Logic community systems, Issuu, Microsoft Office, PowerPoint, Member Clicks, Meta Business Suite, MailChimp, Slack