

SARA HEBERT

MISSION

By living vicariously through others' experiences, we can become more compassionate human beings, build better communities, and transform our world.

My tools in achieving that goal are graphic/web design, podcast production, marketing, PR, social media, film and a big ole heart.

 **Phone**
318.272.7949

 **Email**
hebert.sara@gmail.com

 **Web**
shebert.me

 **Social**
   

SKILL CHART



EDUCATION

MASTER OF ARTS
UNIVERSITY OF DENVER
JUN 2008 – DIGITAL MEDIA STUDIES
Thesis: "Digital Memorialization: Collective Memory, Tragedy, and Participatory Spaces"

BACHELOR OF ARTS
CENTENARY COLLEGE OF LA
MAY 2006 – STUDIO ART / COMM
MAGNA CUM LAUDE

EXPERIENCE

SR COMMUNICATIONS CONSULTANT @ SWEPCO

APR 2018 - CURRENT

Develop and execute communications strategies for internal and external messages for an electric utility serving 530,000 customers in Arkansas, Louisiana and Texas.

FREELANCE CONSULTANT, PODCAST PRODUCER/ HOST @ ALL Y'ALL MEDIA

MAR 2014 - CURRENT

Freelance graphic/web design, public relations and marketing consultant for clients including the LSUS Foundation, Flight School Studio, Brazen Animation, William Joyce, Bossier Chamber of Commerce, The Remington Suite Hotel and others. Subcontract work for agencies including On Target Digital and Williams Creative Group.

Founded a company to create live storytelling events, which are recorded and released as episodes of the All Y'all podcast. Producer and co-host of Stuffed & Busted, an irreverent podcast about food in the South. Responsible for hosting and planning live events, audio recording, engineering, editing, graphic design, ad sales and distribution. Listen: allyallblog.com.

MARKETING DIRECTOR @ MOONBOT STUDIOS

JUL 2012 - OCT 2016

- Produced and curated content marketing including "making of" documentary video, infographics, eBooks and interviews.
- Oversaw studio branding, all consumer and B2B messaging.
- Developed strategy, executed marketing/PR/social media plans for Moonbot products: apps, short films, video games, episodic pilots, books and branded entertainment.
- Fostered relationships with stakeholders across industry distribution platforms (book publishers/retailers, app stores, video distribution channels) for the successful launch of Moonbot products.
- Refined products with creative/production team through playtesting, market analysis and user experience.
- Oversaw Moonbot merchandising, online store and retailer relationships.
- Proven track record of success with limited budget and resources.

SR INTERACTIVE STRATEGIST @ WILLIAMS CREATIVE GROUP

SEP 2009 - JUL 2012

Conceptualized, developed and implemented award-winning social media, website, public relations and advertising strategies for clients including the Louisiana Office of Tourism, Louisiana Seafood Board, TABASCO and more.

GRAPHIC/WEB DESIGNER @ PRAESES

JUL 2008 - AUG 2009

Coordinated and developed web and digital media projects for clients. Cultivated website design and software development business leads. Created print collateral for sales and marketing.

SARA HEBERT

**Phone**

318.272.7949

**Email**

hebert.sara@gmail.com

**Web**

shebert.me

**Social**

TEACHING & MENTORSHIP

CENTENARY COLLEGE OF LA

JAN 2009 - MAY 2012

Lecturer: ART/COMM 351 Web Design, ART/COMM 316 Content Strategy for the Web.

DIGITAL MEDIA OUTREACH CENTER

SEP 2006 - MAY 2008

Coordinator: mentored students, sought out community partners, provided web design/development and digital media support for public good organizations.

ROCKY MOUNTAIN COLLEGE OF ART & DESIGN

JAN 2008 - APR 2008

Continuing Education Instructor: CE 162: Web Design: Usability & Accessibility.

RENZI CENTER FOR EDUCATION & ART

JAN 2005 - JAN 2016

Former board president, volunteer, film camp instructor, program assistant and teacher's aid for the center serving underprivileged, at-risk youth in Shreveport's Highland neighborhood.

REFERENCES

- **AVAILABLE UPON REQUEST. ENDORSEMENTS BY COLLEAGUES, CLIENTS AND EMPLOYERS AVAILABLE ON MY LINKEDIN PROFILE.**