



CONTACT

Sarah Joy Mann

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www.sarahjoycreative.com

EDUCATION

Rochester Institute of Technology, NY

B.S., Photographic Communications

Minor: Web design

2000 - 2004

SKILLS

Adobe Photoshop | Adobe Illustrator

Adobe Acrobat | Adobe InDesign

WordPress | HTML | CSS

Microsoft Word | Excel | PowerPoint

Photography | Videography

Facebook | Instagram | YouTube

Constant Contact | MailChimp | G Suite

EXPERIENCE

DIRECTOR, HOUSTON AREA CHAMBER OF COMMERCE

City of Houston, MN | 2016 - Present

- Website content management: houstonmnchamber.com and houstonnaturecenter.com
- Branding and marketing: Logo design, social media campaigns, print and online advertising, brochure design/development, monthly email newsletter
- Event planning and organizing: Taste of the Trail, Lawn Chair Concert Series, Farmers Market
- Representative: Root River Trail Towns, Houston County Tourism Task Force, Houston County Workforce Advisory Committee, Southern Minnesota Tourism Association

OWNER/OPERATOR, SWEET 16 FARM

Sweet 16 Farm | 2015 - Present

- Website design, development, and management: sweet16farm.com
- Branding and marketing: Logo design, business card design, social media, print and online advertising, event planning and organizing
- Photography and videography

FOUNDER/DIRECTOR, DRIFTLESS GROWN

Driftless Grown | 2018 - Present

- Website design, development, and management: driftlessgrown.com
- Develop organizational goals and strategies
- Expand membership and manage communications networks
- Coordinate regional networking events for farmers and small business owners
- Organize and facilitate all network meetings

WEBSITE CONTENT MANAGER AND WEBSITE DESIGN

Immunization Action Coalition (IAC) | 2006 - 2015

- Website design, development, and management: immunize.org and vaccineinformation.org (together hosting on average 25,000 visitors/day)
- Skills: Content management, image handling, widget/graphics development, regular website updates and maintenance
- Assisting with IAC's weekly email newsletter, *IAC Express* (more than 50,000 subscribers)

OTHER CLIENTS

Dream Acres Farm | 2018 - Present

2018 events calendar for direct mailing

Prairie Island Campground | 2018 - Present

Website design, development, and consulting services for prairieislandcampground.com

Bluff Country Financial Services | 2017 - Present

Marketing consulting services and brochure development

Root River Trail Towns | 2016 - Present

Logo development, print and online advertising, social media, event organizing

Sutra Global Imports | 2016

Photographing and digitizing high-quality studio images for sales and promotional purposes