

SAGE ORVILLE

Intuitive UX design and data-driven marketing strategy with a focus on niche demographics and long-tail conversions.

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Experience

Mt Holyoke College, South Hadley MA — Digital Content Strategist

MHC is a small, gender inclusive women's college. Their site is over 30,000 web pages and managed on Drupal 7.

OCT 2018 - PRESENT

- Create online content strategies in alignment with the College's strategic priorities
- Increase web traffic and user engagement through SEO best practices, custom metadata, and strategic keywords
- **Analytics:** Create annual aggregate baselines for analytics. Run and report specific analytics using Z scores, decision tree modeling, churn rates, correlations, standard deviations, T-tests, and more
- Cull web pages to improve site navigation
- Supervise student workers. Adjust the program to more closely mirror a skills-based internship focusing on teaching web fundamentals, content strategy, keyword planning, and contextual linking building
- Triage and execute web edit requests submitted via Podio
- Manage digital assets library (Libris)
Help vet and interview vendors for anticipated brand relaunch
- **Creative:** Film and edit videos for presidential communications, photograph and edit images for live events, lend feedback to print layout
- **Boards:** Trans and Gender Nonconfirming (TGNC) Policy Task Force, Student Experience Emergency Response Board (COVID), Quantitative Assessment Subcommittee for Remote Learning Events, Information and Technology Subcommittee for Remote Events

Gravity Switch, Hadley MA — Project Manager (contract position)

www.gravityswitch.com

MAY 2018 - AUGUST 2018

- Ensured that contracted web development and graphic design work was completed on time
- Lead in-person and remote meetings with prospective and current clients
- Collect budget information, draft memorandums of engagement, manage and deliver budget updates
- Create and review tickets/bugs before site launch across Drupal, Squarespace, and Wordpress sites on different devices and browsers using Browser Stack
- Implement, manage, and report on Google Analytics
- Write updated privacy policies in compliance with GDPR practices
- Execute ADA compliance measures across sites for AA and AAA level compliance
- Smoke test after site launch

Sage Orville Photography, Holyoke MA— Business Owner, Lead Photographer and Videographer, Brand Strategist

www.sageorville.com

MAY 2015 - PRESENT

- Manage client correspondence, identify needs, define scope, draft quotes. Work to understand clients' goals, brand, and priorities.
- Create fully inclusive media campaigns for clients including website building, branding work, photography, videos, social media posts (organic and PPC), and marketing analytics
- Manage social media platforms and track efficacy through Facebook Insights, Instagram Insights, Google Analytics, and Hotjar
- Properly set off camera flash, white balance, shutter speed, aperture, ISO, and exposure to ensure accurate coloring, lighting, and depth of field
- Edit photos in Adobe Lightroom with global edits, beauty edits, and more granular brush adjustments to stay in line with visual brand
- Edit video in Premiere Pro with transitions, stabilization, audio enhancements, layered video, screening effects, masking layers, color grading, etc.
- Published in BostonVoyager, The Valley Advocate, DapperQ, QWear, and Take Magazine with clients like Smith College, CLPP, Hampshire College, Rogue Life Arts, and Gateway City Arts

Harold Grinspoon Foundation, Agawam MA — Data Management Associate

HGF is an international non-profit that gives away over a quarter million Jewish children's books each month in partnership with over 200 partner communities

www.pjlibrary.org

JULY 2016 - MAY 2018

- Trained PJ Library implementing partners in enrollment process with specialized data management software
- Ran quarterly reports evaluating communities' performance to better highlight regions in need of assistance
- Created video training resources for communities
- Hosted in-house training for Microsoft Dynamics, NAV. Also created an extensive procedure manual for monthly processes
- Validated a high-volume of individual subscriber eligibility (3,000 monthly) for enrollment in numerous international programs such as PJ Library and PJ Our Way
- Prepared exported lists to be used for Facebook lookalike audiences
- Participated in monthly data validation processes culminating with the production of mailing lists for the fulfillment center through Microsoft Dynamics and advanced Excel functions such as Vlookup and Macros
- Geocoded maps for subscriber location using BatchGeo

Agape Leaders Institute, Queens NY — Head Media Manager and Instructor

JAN 2016 - MAY 2016

- Taught middle school students how to persuasively use rhetoric to convey information and strong argumentation
- Made difficult ideological principles accessible and helped students gain fast analytical skills
- Grew company recognition and support through media creation as primary photographer and videographer

- Coordinated with and worked alongside school staff for joint teaching efforts and scheduling

Education

Emerson College, Boston, MA — Digital Marketing and Marketing Analytics MA

EXPECTED SUMMER 2020

- Online program, part time student

St John's University, Jamaica NY — Clinical Psychology, BA

DEC 2015

Philosophy and Sociology Minors

- Dean's List: 2012-2016
- Researched and wrote preliminary thesis pilot on the perception of microaggressions for racial minority communities and gender and sexual minorities
- Completion of 6 graduate courses with high marks
- **Honors:** Psi Chi, Phi Eta Sigma Honors Society
- Researcher and assistant lab manager at the **Ethnic Identity and Well-being Lab** and the **Neuro-Developmental Speech Perception Lab** responsible for data management, research method instruction, participant scheduling, leading meetings, and procedures manual creation

Programs

Adobe Suite

Premiere Pro
Adobe Spark
Lightroom

Database Management

Microsoft Dynamics (NAV)
Google Drive Suite
Crystal Reports
Libris

Screen Recording

Camtasia

Project Management

Trello
Active Collab
Podio

Marketing & Analytics

Google Analytics
Hotjar
My Data Studio
Google My Business
MozBar
Brandwatch
Browser Stack

Web Platforms

Drupal 7
Wix
GoDaddy
Squarespace
Weebly
WordPress (beginner)

Communication

Mailchimp
Slack
Hipchat

Research Programs

Qualtrics
Google Forms

Social Media

Instagram
Facebook
Youtube
EventBrite
LinkedIn
Tumblr
Twitter

Microsoft Office

MS Word
Excel
Outlook
Powerpoint

Certifications

Google Analytics Individual Qualification (IQ), Analytics Academy by Google
NOV 2019

Leadership

St. John's Debate Society

- 2015 Bards University Semifinalist, 2015 Alaska Nationals, 2016 Budapest Open participant
- Scheduled, organized, and hosted a public debate in partnership with outside organizations regarding progressive issues within gender and sexual minority communities
- Debated English National Champions at the English Speaking Union in Manhattan, NY

Skills

- Intuitive UX design
- Brand development
- Identifying niche markets
- Knowledge of copyright, usage permissions, releases, and other pertinent legal issues for images
- Making websites more handicap accessible and ADA compliant

Equipment Knowledge

Lighting Modifiers

(softboxes, octoboxes, umbrellas, snoots, grids, gels, etc). Off camera flash, continuous lighting, ring lights. Lighting placement

Camera Systems

Sony mirrorless line, Canon DSLRs, FujiFilm, and GoPros

Video Stabilization

Monopods and tripods, Gimbal (Ronin M), motorized and manual sliders, timelapse 360 pan gear, GoPro accessories, shoulder rig, camera cages, etc

Audio

Wired and wireless lav mics, shotgun mics, boom poles, stereo mics, designated recorders

Computer Operating Systems

Windows 7, Windows 10, Chrome OS, Mac/Apple

Other Experience

Brand Manager, EnFuse Fitness, APRIL 2019 - JAN 2020 (PT)

Seasonal Painter Supervisor, Westfield State, MAY 2012 - JUL 2016

Secretary, JJS Financial, JAN 2012 - APRIL 2012

Kitchen Staff, Landmark at Monastery Heights, JUL 2010 - AUG 2012

Talks & Presentations

How the foundations of UX can bring resumes into the 21st century — Presentation
NERD Summit, MARCH 2020

Et tu Brute? Intuitive UX, meet Brutalism — Presentation
NERD Summit, MARCH 2020

Making Strides to ADA Compliance — 101 level Presentation
Western MA Podcamp, FEB 2020

Foundations of Intuitive UX — 101 level Presentation
Western MA Podcamp, FEB 2020

Marketing Analytics: an Intro to Google Analytics — Presentation
Yankee Candle Village, MAY 2019

Intro to Off Camera Flash — Presentation
Kat Kattler Photography Studio, MAR 2019 & Yankee Candle Village, MAY 2019

Resume Building: How applying web principles will better showcase your skills — 3 hr.
Presentation and Interactive Group Workshopping
The Red Barn, MAY 2019 & Yankee Candle Village, MAY 2019

Making Your Business More Queer Inclusive — Lecture
The Red Barn, APRIL 2019

Fix Your Website: Basics of User-friendly Web Design — 3 hr. Presentation and Interactive
Group Workshopping
The Red Barn, APRIL 2019 & Yankee Candle Village, MAY 2019

ADA Compliance: Making Your Website More Handicap Accessible — Lecture
The Red Barn, APRIL 2019

Et tu Brute? Intuitive User Design Meets Brutalism — Lecture and Q&A
Northampton Nerd Nite, FEB 2019

Google Analytics 101: User Demographics, Page Traffic Comparisons, and Asking the Right Questions — Lecture and Q&A
Podcamp Un-conference, FEB 2019

Google Analytics 201: Secondary Dimensions — Lecture
Podcamp Un-conference, FEB 2019

Going Toe to Toe: Trans Identities and Digital Footprints — Lecture and Interactive
Workshop
Facilitated by Amherst College for 9th Annual Five College Queer Gender and Sexuality
Conference, MAR 2018

Photography Queeries: a How To Guide for Marketing, Inclusivity, and Welcoming Your LGBT+ Client — Lecture
Facilitated by PUG (Photography Networking Group) in partnership with Shana Perry of Love & Perry

Photography Features in Published Works

Keep them laughing: Stand-up comics make their way in the Valley, Hampshire Gazette | MAR 2019

100 MOST STYLISH DAPPERQS 2018, Dapper Q (for my work with a former project, "Right Click Queer") | JUNE 2018

San Juan Mayor Carmen Yulin Cruz to Mt. Holyoke students: 'True leadership comes from the heart,' The Valley Advocate | APRIL 2018

Wishbone Zoe, The Valley Advocate (print) | FEB 2018

Meet Caitlin Shea of Caitlin Shea Photography in Holyoke, BostonVoyager Magazine | DEC 2017

Rob Deza's Story, Holdfast | NOV 2017

Brides, Grooms, And Their Accessories, The Valley Advocate | AUG 2017

OFF OFF OFF BROADWAY, Take Magazine | JULY 2017

Basemental: The Leafies are a Guerilla Band, The Valley Advocate | JULY 2017

Brickabrack, The Valley Advocate (print) | JULY 2017

Smith College School for Social Work: InDepth, (front page feature) | FALL 2016

Style Profile: Gabrielle Ricci, NYC, Qwear | MARCH 2016

Top 10: The best cheap things to do in Brooklyn this week, punk opera edition, Brokeland | JAN 2016

Writing

6 Ways to Have a More Trans-Inclusive Wedding, Catalyst Wedding Co. | OCT 2018

Conferences

CANCELED* AIGA Design Conference

MARCH 2020, *COVID-19

NERD Summit (moved remote because of COVID-19)

MARCH 2020

Podcamp Un-conference

FEB 2020

Higher Ed Analytics Conference, Developing a data informed culture, Maximizing analytics guided profit, Communicating analytics with faculty, Measurement strategies, GA insights for SEO/SEM, Cutting email audience while boosting conversion rates, Measuring advertising landing pages for Gen Z, Connecting campaign data dots, Decision matrices, Streamlining social media reporting

FEB 2020

NEDcamp, FOMO? Take Control of Your Career!, The Top 5 Business Goals A Website Needs to Achieve, Keynote - The Three Circles of Digital Care, Accessibility 102: Slightly Beyond the Development Basics, Typographic Design Innovation with Modern CSS & Variable Fonts

NOV 2019

NEDcamp, Drupal 8 Full Day Intensive, Leslie Glynn (Drupal Association Board of Directors and Aaron Winborn Award recipient)

NOV 2019

NERD Summit Day 1, Select Talks: Lessons from Homer's Car in Human-Centered Design, #Voicefirst: Ready Your Content to Search 50% of Global Searches, User-Story Driven Thread Modeling

MAR 2019

NERD Summit Day 2, Dealing with Open Source Licences, Design Systems: Nerding out on UI Components, A New Resource-Centric Approach to Sales, Beta Testing in Your Business, The Interdisciplinarity of Digital Product Design, Strategies for Ongoing Client Success, Test Driven Development

MAR 2019

Podcamp Un-conference, Focus on Social Media and Podcast marketing

FEB 2019

Civil Liberties and Public Policy: Building the Movement for Reproductive Freedom
Conference Attendee and Photographer, APRIL 2018

Projects

They Keep Bees — Full digital rebrand

Shepherded new brand identity with visuals associated with Ukrainian heritage and beekeepers. Created clear navigation that differentiated two distinct services. Guided tone and hierarchy with goals of decreasing users' cognitive load. Guided a tailored drip campaign to promote their book release.

EnFuse Fitness — Full digital rebrand

Strategize, build, and relaunch brand for better traction and brand clarity. Strategize and draft new content and key messaging. Create wireframes, improve SEO, intuitive UX design, page architecture, and establish and manage social media.

Brian Marsh Photography — Full digital rebrand

Polish brand messaging, better define and cull image galleries, create a style guide, textually and visually create supporting print pieces, define user journey, draft and copy edit blogs, FAQs, and major pages.

Bitten — Media manager

Website creation, Google Analytics Implementation, integrated Qualtrics survey form, and basic animate features. Assisted in social media outreach in select target groups in a grassroots effort to drive more web traffic, survey participants, and story submission. Now under a new brand manager.

Attended Workshops

Getting To Free: Personal Transformation Toward Collective Liberation, JLove Calderón, JAN 2020

Supporting Students on the Margins: A Case for Real Inclusion, Dr. Anthony Jack, author of "The Privileged Poor," JAN 2020

Challenge the Process, Rethinking and organizing change in collaborative projects, JAN 2020

Gender 101 and Trans Inclusive Practices, T.J. Jourian, JAN 2020

Bringing digital personalization strategies to your projects, Ellen Diamond (Oomph Inc), online stream from 2019's NED Camp, DEC 2019

Content Management: A Job For Humans, Rachael Frank (Gravity Switch), online stream from 2019's NERD Summit, DEC 2019

Climate Crisis, CT Forum with featured speakers Dr. Ayana Elizabeth Johnson, David Wallace-Wells, and Gina McCarthy, NOV 2019

Trans Inclusion at Women's Colleges, Dean Spade Associate, Professor at Seattle University School of Law, NOV 2019

Accessibility and Inclusion: The Intersections of Disability Justice and LGBTQ Rights, Mia Mingus, OCT 2019

SANS Cybersecurity Awareness Training, Mount Holyoke College, AUG 2019

Photo Wonders: The Life and Work of Extraordinary Photographers, at panelist discussion by Lynsey Addario, Brian Skerry, Pete Souza and Moderated by Lucky Nalpathanchil, MAR 2019

Workplace Harassment: Fundamentals - Higher, Ed EduRisk by United Educators, FEB 2019

Succeeding in a Micro-Moments World, Len Gendron, Greater Holyoke Chamber of Commerce and SCORE Western Massachusetts, FEB 2019

Storytelling 101, Dan Desrochers and Lauren Simmonds, Podcamp Un-conference, FEB 2019

Growing Engagement Across Instagram and Facebook, Jamie Cocco, Podcamp Un-conference, FEB 2019

Legal Update for Title IX and Related Laws, Saudra K. Schuster, JD of allXa, DEC 2018

Grant Writing 101, Easthampton Cultural Council LCC, SEPT 2018

Get Press Ready: Media Relations for Artists, Sarah Platanitis of Assets for Artists, MAY 2018

SEO for PR Pros: Search can Help You Get Your Message Out, Andy Crestodina via Meltwater, MAY 2018

Mailchimp 201 and 101, Meredith Esquivel, Digital Marketing Whaler of Whole Whale, In Person Training Intensive, APRIL 2018

Inbound Fundamentals, Lindsay Thibeault, Senior Inbound Professor at Hubspot, Online Lecture, JAN 2018

Avoiding Social Engineering and Phishing Attacks, Joe Ruotolo and Thoama Yang of the Harold Grinspoon Foundation, Inservice, JAN 2018

Discover How to Improve Your SEO with Social Media, Jason, Director of Social Media with Jumpcrew, Webinar, DEC 2017

The Importance of Building a Social Calendar, Jason, Director of Social Media with Jumpcrew,, Webinar, DEC 2017

Instagram Marketing Essentials, Martrell Harris with Jumpcrew, Webinar, DEC 2017

How Consistent Visual Guidelines Improve Brand Awareness, Affinity, and Recall: Everything you need to know about creating consistently on-brand visual content, Alex Drenzo, Content Strategist for Shutterstock Custom, Webinar, DEC 2017

Employer Branding on LinkedIn, Viveka Von Rosen, Online Lecture, DEC 2017

Marketing Foundations: Competitive Market Analysis, Deidre Breakenridge, Online Lecture, DEC 2017

Marketing Foundations: Value Proposition Development, Chris Goward, Online Lecture, DEC 2017

Intro To Flash Photography Taken, Mark Wallace, Online Lecture, NOV 2017

Digging Deep for Purpose and Profit, Sarah Prall, In-Person Lecture by PUG, MAR 2017

Going Beyond Boosting for Business: Facebook Marketing, Crystal Childs, Founder and Marketing Director at Splash Marketing and Creative, In-Person Lecture facilitated by PUG, DEC 2016

Finding Your Super Power: A Talk About Branding, Sandra Costello, In-Person Lecture facilitated by PUG, NOV 2016

Exhibitions

Ancestry of the Dark Moons, Easthampton, MA — Gallery Showing featuring Dark moon in Gemini: The Barriers of Access to Knowledge
AUG - SEPT 2018

PEEP SHOW IV: Exploring the intersection of art and BDSM, Holyoke, MA — Gallery Showing featuring my series "Carrion Kings"
MAY 2018

Hexe, a 10-day art exhibit coinciding with the state-wide arts festival Artweek - Greenfield, MA — Gallery Showing featuring my series "Carrion Kings"
APRIL 2018

PEEP SHOW III: Exploring the intersection of art and BDSM, Holyoke, MA — Gallery Showing featuring my series "Carrion Kings"
JAN 2018

Dirty Words II, Gateway City Arts, Holyoke, MA — A music event featuring community resources, speakers, and artists
JAN 2018

PEEP SHOW II: Exploring the intersection of art and BDSM, Holyoke, MA — Gallery Showing featuring my series "The Party by Ostbahnhof"
NOV 2017

PEEP SHOW: Exploring the intersection of art and BDSM, Holyoke, MA — Gallery Showing featuring my series "The Party by Ostbahnhof"
AUG 2017

Glitter Queer Art Show, Easthampton, MA — Gallery Showing featuring my series "Auf Naxos"
AUG 2017

Revolution Music Festival, Hawks and Reed Performing Art Center, Greenfield, MA — Preferred Vendor
JULY 2017