



# Portfolio

# Table of Contents

## Overview

- Important Links
- Experience
- Software

## Case Studies: Web

- The Boylston Rooms
- NJPDDA: Rebrand
- Bitten
- Erin Brunelle
- The Renaissance Pet
- EnFuse: Writing, brand identity
- ADA Compliance

## Marketing Analytics

- Forward and Case Study
- List of Skills
- Decision Trees: Predictive Model

## Social Media

- EnFuse Social Media: Sample
- Long-form Writing Samples

## Print

- The Boylston Rooms
- Fish and Wildlife Service

## Public Speaking

### Case Studies: Visual Media

- Wedding Photos
- MHC: Makerspace
- Joe and Jim
- MHC Flower Shoe
- Video: Laurel Parade
- Video: Pocket Vinyl
- Project Management

### Kind Words

- Select Client Reviews
- Letter of Rec: Mike McGuirk
- Letter of Rec: Emily Malloy
- Letter of Rec: Charlie Alves
- Letter of Rec: Dave Christenson
- Letter of Rec: Lauren Harvey
- Letter of Rec: Adrienne Levine
- Letter of Rec: Matthew O'Leary
- Additional Recs: Contact Information



**Photography**  
sageorville.com

**Linkedin**  
linkedin.com/in/sageshea

**Social**  
@sageorville

# Experience

## OVERVIEW: NONPROFITS TO HIGHER ED

### **THE BOYLSTON ROOMS**

At Boylston Rooms, I owned all things branding. I relaunched our site, honing in on company ethics and thorough information for engaged couples seeking a uniquely industrial venue. There, I supported high and low level marketing needs which have included a visual rebrand, full website relaunch, extensive print campaigning, and the creation of several supporting digital pamphlets. As a result, couples came in more informed (decreasing our administrative overhead) and ready to book. Many honed in on new language surrounding our eco-conscious choices as big motivators for their bookings.

### **FISH AND WILDLIFE SERVICE**

During the pandemic, I saw pounced on what seemed like the only chance for me to pursue a long held passion - climate change marketing. This was a part time fellowship done in conjuncture with my time at Boylston Rooms. Structured more like a sabbatical, I sunk my teeth into in peer-review research, looking for evidence backed communications practices. I also drafted a communication guide for large scale public scoping that was underway in addition to creating a robust three month remote internship program.

### **FRANKLIN REGION COUNSEL OF GOVERNMENTS**

I crunched numbers for 9 schools in Franklin County, tracking essential stats on their students' mental health, substance use rates, and more. I've written several press releases on school climate and public health events. In this position, I also became intimately integrated in anti-racist, restorative, grassroots work practices. Similar to the upstream prevention work we were doing in our day-to-day, I was becoming fully entrenched in how to modify workplace cultures to be healthier and more sustainable.

### **MOUNT HOLYOKE COLLEGE**

I maintained the College's website (Drupal 7), smoke-tested software updates, culled content, and maintained ADA compliance. I analyzed marketing trends to make data guided decisions, develop KPIs, and assess behavioral patterns. I also supervised and trained a small team of student workers. Further, I have pushed long tail keywording strategy, keywording over 200 pages making a statistically significant drop in bounce rates. Through my data work, I was able to guide long term strategy. I used brand monitoring software to watch the spread of crises/bad news, performed sentiment analysis, predictive analytics, and more.

# Experience

## OVERVIEW: NONPROFITS TO HIGHER ED

### **FREELANCE**

#### **Photography**

Since 2015, I've worked as a photographer and videographer freelancer, focusing predominately on weddings and event coverage. With nearly 200 weddings under my belt, I've honed a deep understanding of lighting, composition, editing workflows, and bulk post production. I've been published in several papers and have become a go-to photographer for several conferences.

#### **Marketing Consultant**

As a consultant, I've worked most with small businesses and radical non profits, working to make unified message with an eye for clarity. I bring a unique eye for boldness and distinction.

### **THE HAROLD GRINSPOON FOUNDATION**

HGF is a non-profit that provides free children's books to Jewish family's to foster a closer connection to their cultural heritage while promoting literacy. At HGF, I worked as a Data Management Associate where I maintained and analyzed the data for our US, Australia, the UK, and Canada program for over a quarter of a million active subscribers and processed over thousands of new enrollments monthly. I was the point person for training program professionals from our 200 implementing partners.

# Software

## ADOBE SUITE

- Premiere Pro
- Adobe Spark
- Lightroom
- Adobe XD
- InDesign

## SOCIAL MEDIA

- Instagram
- Facebook
- Tumblr

\*focusing on organic reach

## ANALYTICS

- SEO
- Google Analytics 3
- Hotjar
- Brandwatch
- MozBar

## PROJECT MANAGEMENT

- Trello
- Active Collab
- Podio

## WEB BUILDERS

- Wix
- Weebly
- Drupal  
(management)
- Squarespace
- Browser Stack
- Site Improve

## SCREEN RECORDING

- Camtasia

## MICROSOFT OFFICE

- MS Word
- Excel
- Outlook
- Powerpoint

## RESEARCH

- Igor PRO
- IBESA
- Qualtrics
- Google Forms
- SPSS

## DATABASE MANAGEMENT

- Microsoft Dynamics  
(NAV)
- Google Drive Suite
- Crystal Reports
- Libris



**SAGE  
ORVILLE**

# **Web & Branding**

**Holyoke, MA 01040  
sageorville@gmail.com // 413 . 205 . 9977**

# The Boylston Rooms



Bold typography, minimalist sensibility, brutalist flairs marked this rebrand. The site hangs on excessive transparency and an industrial elegance mirrored in the physical venue. Concerted effort was made to utilize formerly neglected digital assets including 3D tours and large photo libraries.





# NJPDDA

New Jersey Parents of Developmentally Disabled Adults is an advocacy website created by MaryAlice (1945-2022) who dedicated her retirement to supporting her son and other NJ families. What started as a Facebook group with over 4,000 members grew into a large network of resources for parents trying to navigate counterintuitive, poorly structured state websites as they sought funding and care for their children.

# NJPDDA

## SCOPE OF WORK: SUMMARY

### ADA COMPLIANCE

Both to bring them up to legal standards and to help them better serve their target and secondary audiences of those with or caring for those with disability, several measures were taken. This included:

- Alt-text
- Consistent header tags
- Content rich hyperlinks
- Color contrast compliant color pallets

### META DATA & SEO

Being a smaller organization, its ability to be organically found without SEO strategy is small. To be more prominently and clearly featured on search engine results pages (SERPs), the following were added:

- Short and long tail keywords
- Meta descriptions
- Keyword heavy meta titles

### UX DESIGN & VISUAL REBRAND

Refined the web architecture around intuitive UX design, modernize layout, colors, and font choices for a clear visual hierarchy and skim friendly content.

### IMAGE SOURCING

The former website did not secure usage permissions for the images they used. I sourced and created a small database of digital assets for them to use royalty free for commercial usage.

\*The site was maintained for several years by its founder and unfortunately became defunct after her passing.

# Bitten

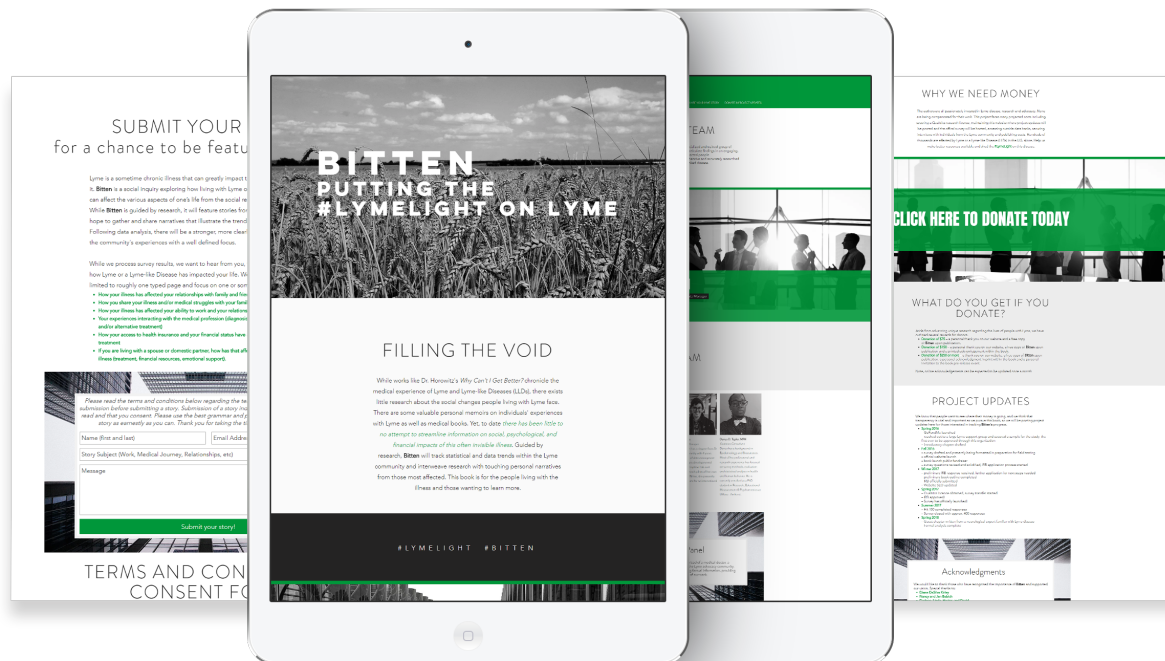
[www.bittenbylyme.com](http://www.bittenbylyme.com)

Guided by research, Bitten is a social inquiry that tracks statistical and data trends within the Lyme community and interweaves research with touching personal narrative. I created their website and copy (the web owner has since rebranded). Further, I guided their data acquisition, experimental design, and research. I obtained their IRB approval, structured question design, and did initial data prep.

**CLIENT NEEDS (WEB):** Submission form tied to email for personal narratives, copy writing for informed consent, animated titles and features, site copy writing, SEO strategy, meta data, embedded survey

**CLIENT NEEDS (STATS):** stats consultant, survey experimental design, ANOVA, arithmetic means, correlations, IRB approval, consent form

**DETAILS:** Site built on Wix, survey built on Qualtrics



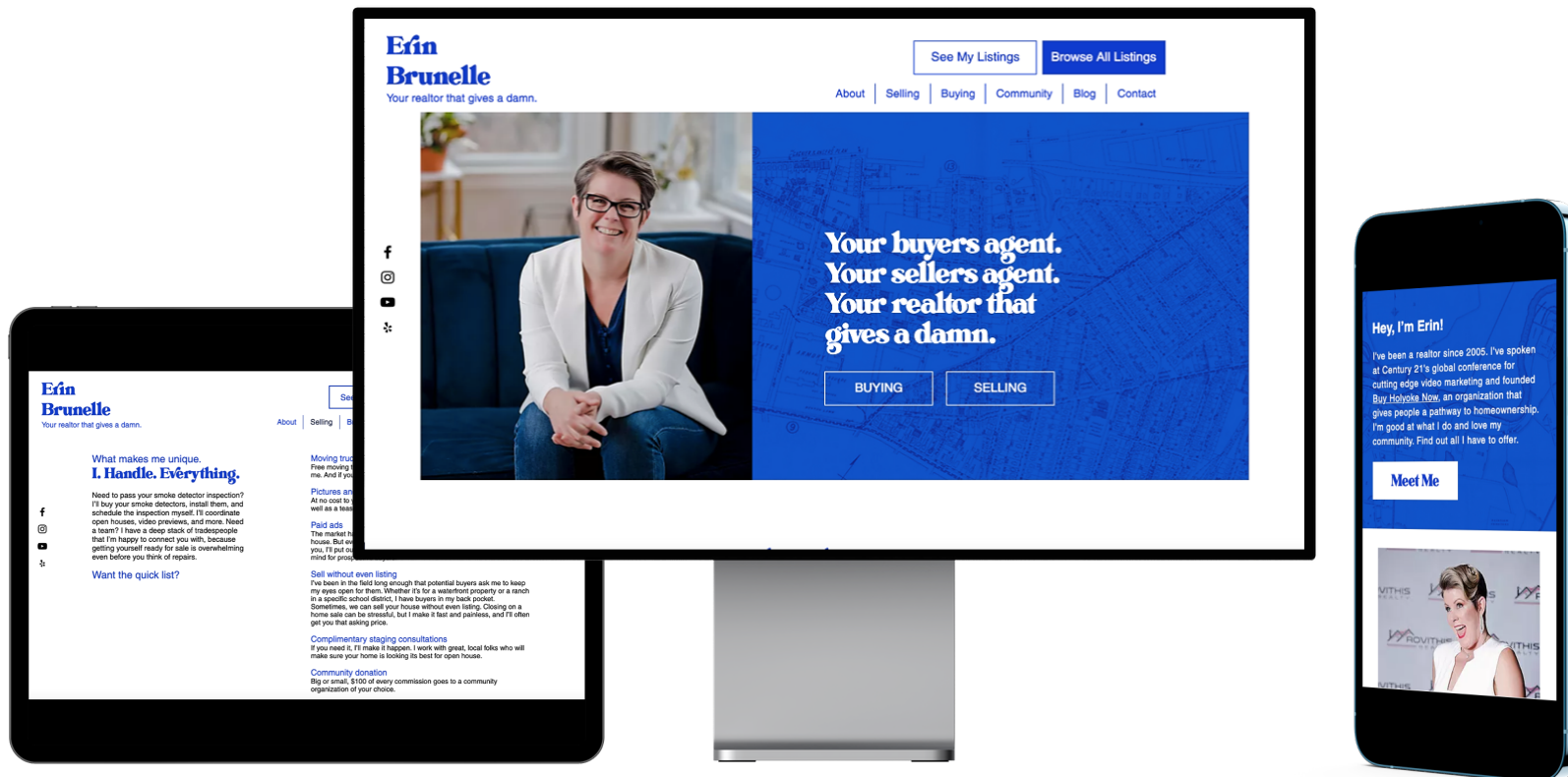
# Erin Brunelle

## SITE CREATION, BRAND STRATEGY

[www.erinbrunelle.com](http://www.erinbrunelle.com)

Erin Brunelle is a realtor like no other. She's unapologetically forward, community-focused, and sets clients up for success. She's a realtor that gives a damn. Yet, her marketing was relatively cookie cutter and didn't reflect her boldness.

We worked on a sharp, punchy brand that conveyed the unique supports that she brings to her clients.



## SUCCESSFUL CAMPAIGNING

Shifting algorithms now guide Zillow users towards Zillow's internal sales team as opposed to a property's specific listing agent. To combat this, we forewent MLS entirely and listed a property ONLY on Erin's site. The listing was promoted with a combination of SEO and pay per click social media ads.

Detailed audience segmentation and targeting was possible due to just laws that protect potential home owners from housing discrimination. Despite limitations, the marketing strategy was wildly successful.

## 1 MINUTE 23 SECONDS

spent on page. Time spent on page was 4x higher when the realtor emailed the listing directly to her internal audience.

## 1,730 PAGE VIEWS

300 page views were from returning visitors

## \$72K ABOVE ASKING

despite never posting the property on MLS, ads and organic search drove substantial foot traffic to the open house. The sellers accepted an offer at \$72k above asking on their already high priced property.





# The Renaissance Pet

BRANDING & STRATEGY

# Brand Tightening

## THE RENAISSANCE PET

### **First to Market, Last to Sales**

The Renaissance Pet was, to the owner's knowledge, the first to company to market custom portraits of pets in the style of famous paintings. Years later, competitors like Crown and Paw came to market. Banking on small armies of graphic designers and college grads, Crown and Paw grew rapidly, flooding the market with a large budget for retargeting.

### **Unified Styling**

The Renaissance Pet's website used nearly a dozen different fonts with busy backgrounds that made text hard to read. The image uploader was had a confusing UX that left users lost.

We worked on tightening the brand, instilling a unified style guide across the site, elevating it to the regal looks it promised. Using only 3 fonts and a clear hierarchy and color pallet, the visuals worked to limit, not add to, the users cognitive load. It rebuilt user's trust.

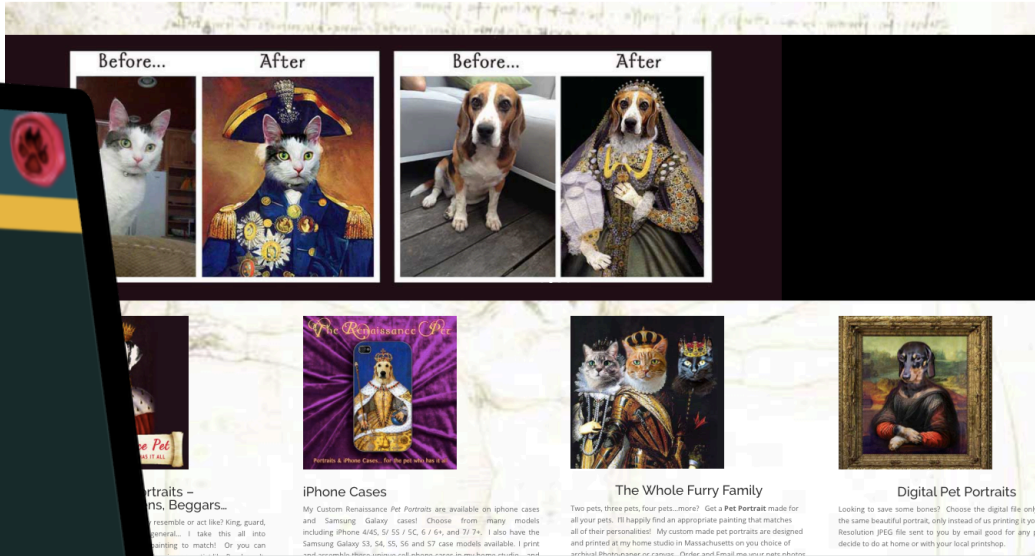
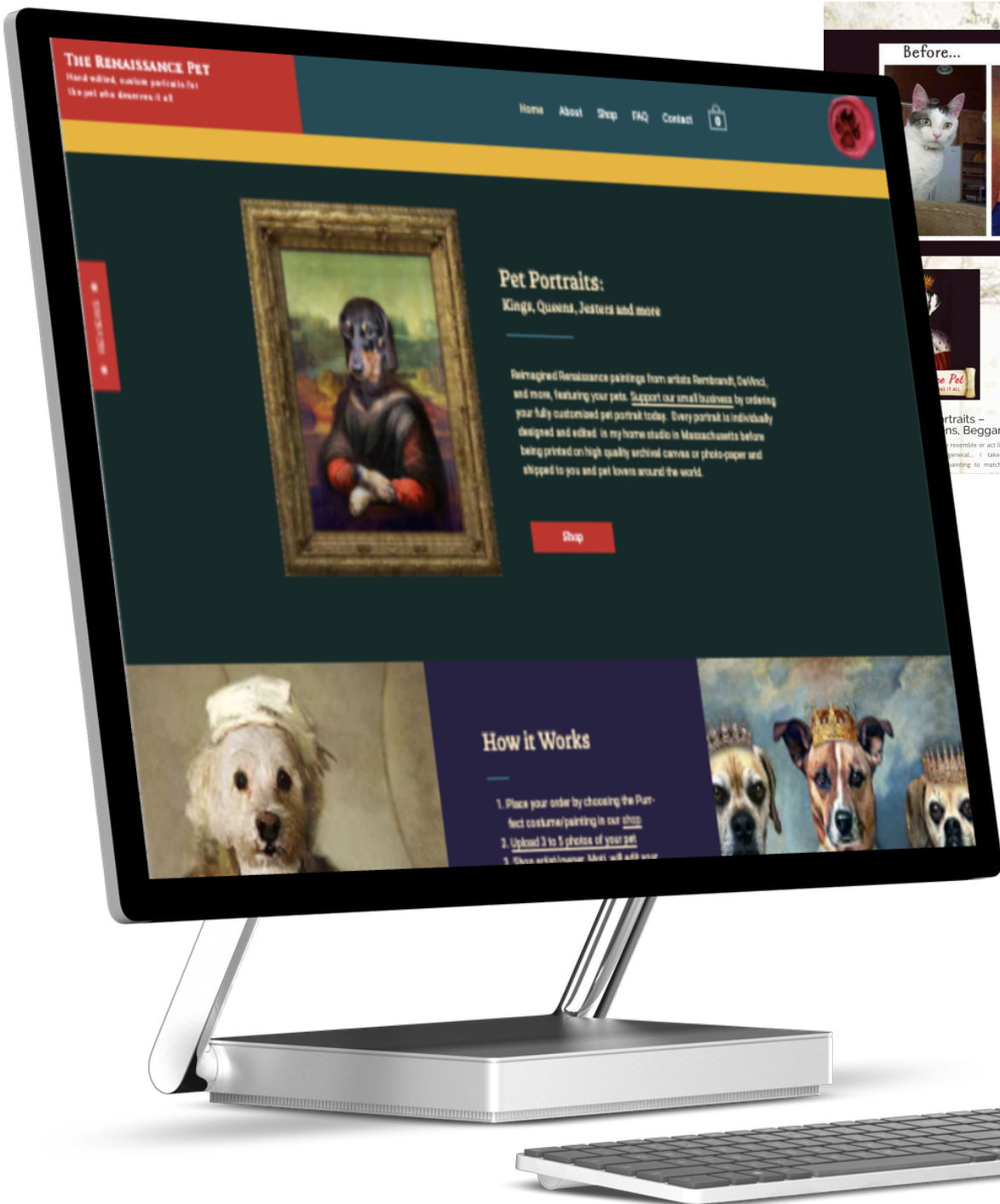
### **The New Hook**

We honed in on the one-on-one level care that a small owner-operated business offers. We pulled in reviews and increased email touch points.

Ample efforts were made to customize SEO, focusing heavily on Alt Text and long tail keywords.

### **Success**

We launched right before the busiest sale time of the year: Black Friday. For three weeks straight, he had record sales and broke his record for most sales in a day after over 10 years in business. With sales hurting during COVID, the work on his website made a life changing difference for his family with 252 sales in 2022 grossing \$41k.



Above: before  
 Left: after



# EnFuse Fitness

REBRAND



# Rebrand

## ENFUSE FITNESS

EnFuse Fitness is a high end, private gym. When you book, the entire gym is yours. There is only you and your trainer. They're geared at long term, preventative care - not getting ripped quick. But with misleading visuals, confusing copy, and a blog muddled with inaccessible scientific jargon, it was unclear if they were a gym or a food service. With an incredibly unclear menu architecture, no clear brand presence, and bold color pallets that screamed aggression and power (red and black), they were alienating their potential clients who were often rich, middle-aged women.

**Former Slogan:** Energize. Nourished. Fit.

**New Slogan:** Highly customized, private, long-term fitness training. Because.

### SAMPLE COPY

Brand tone and core messaging developed by me, revised by copy editor. Project managed and overseen by me.

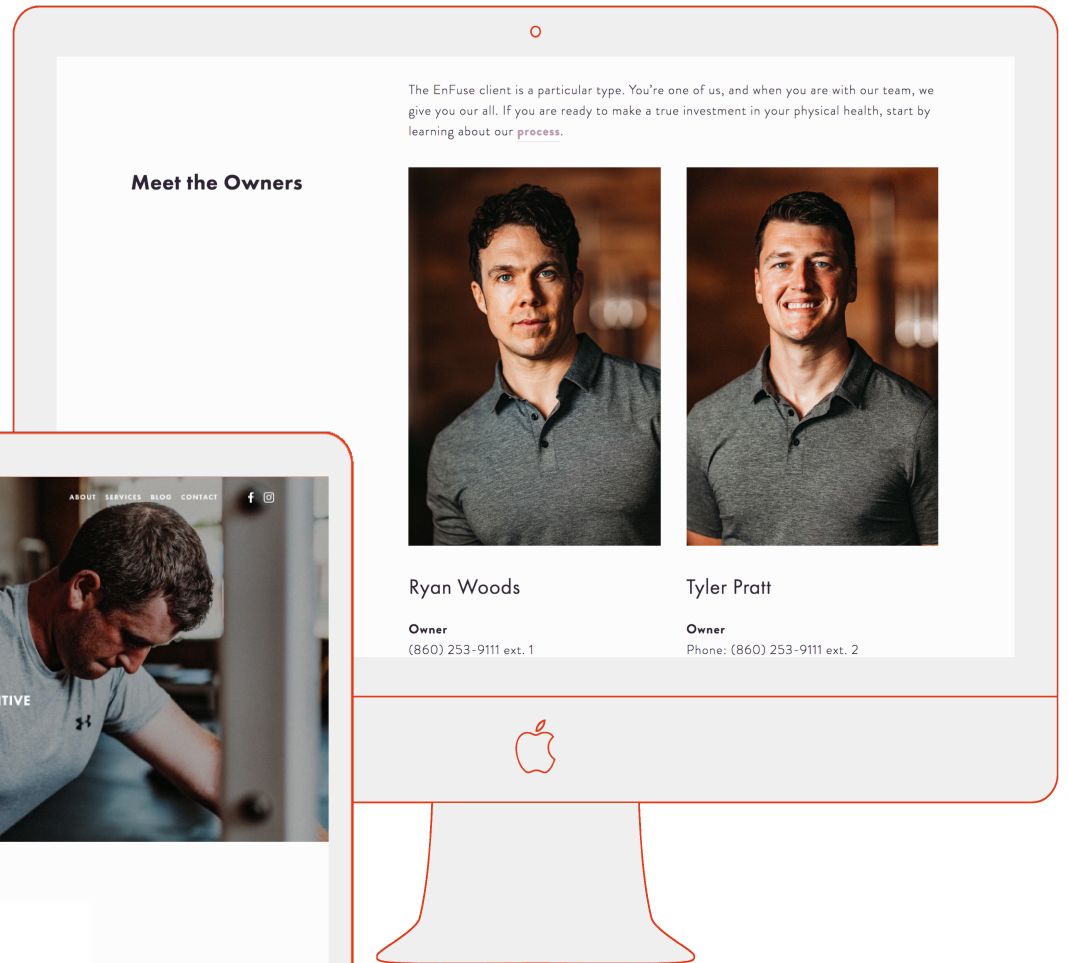
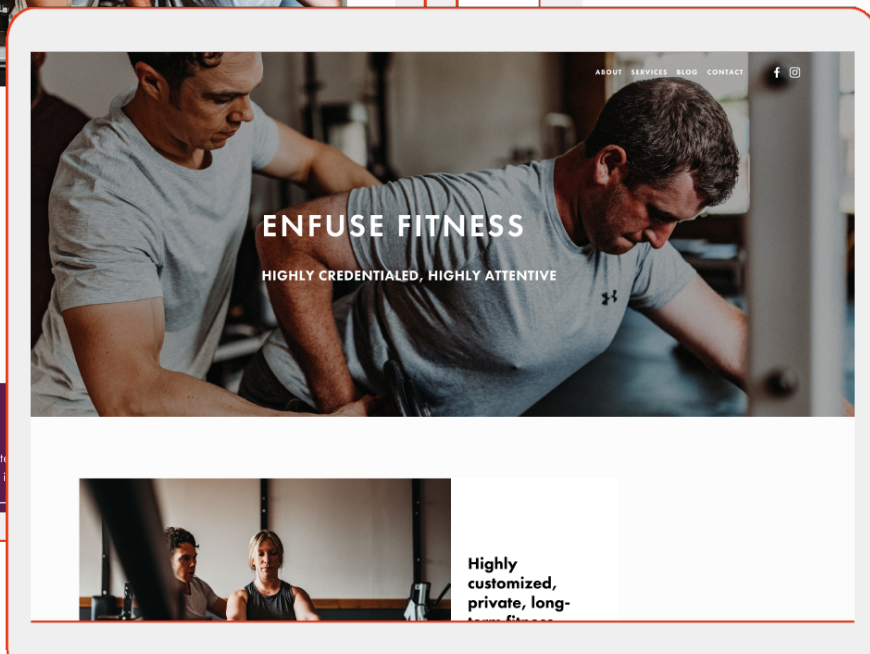
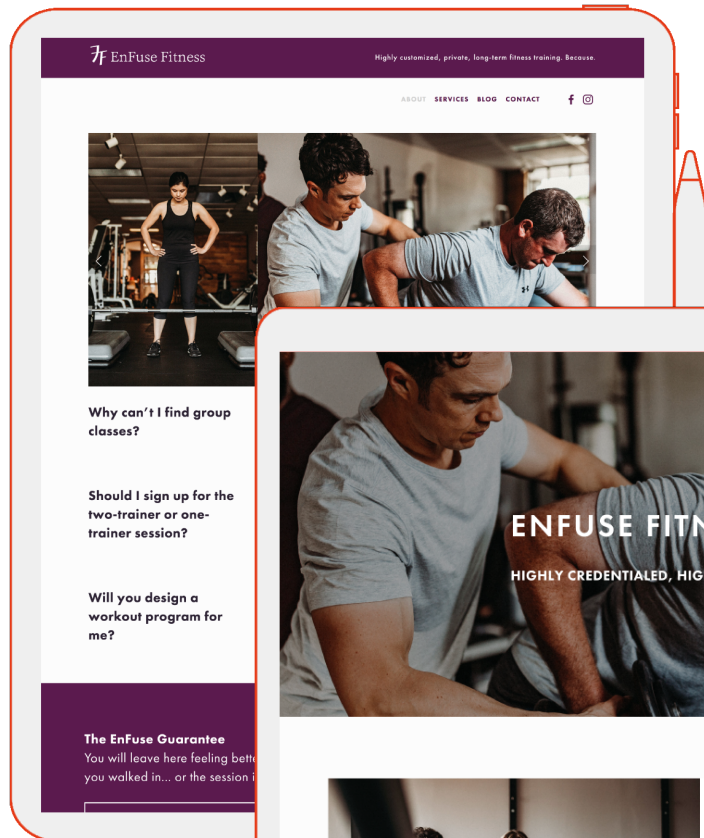
We make it our business to understand your fitness needs. Individually. Not in a group setting. Our deep bench of specialized staff members of EnFuse Fitness tailor your personal training sessions to meet your unique requirements. You deserve to leave here feeling better than when you walked in.

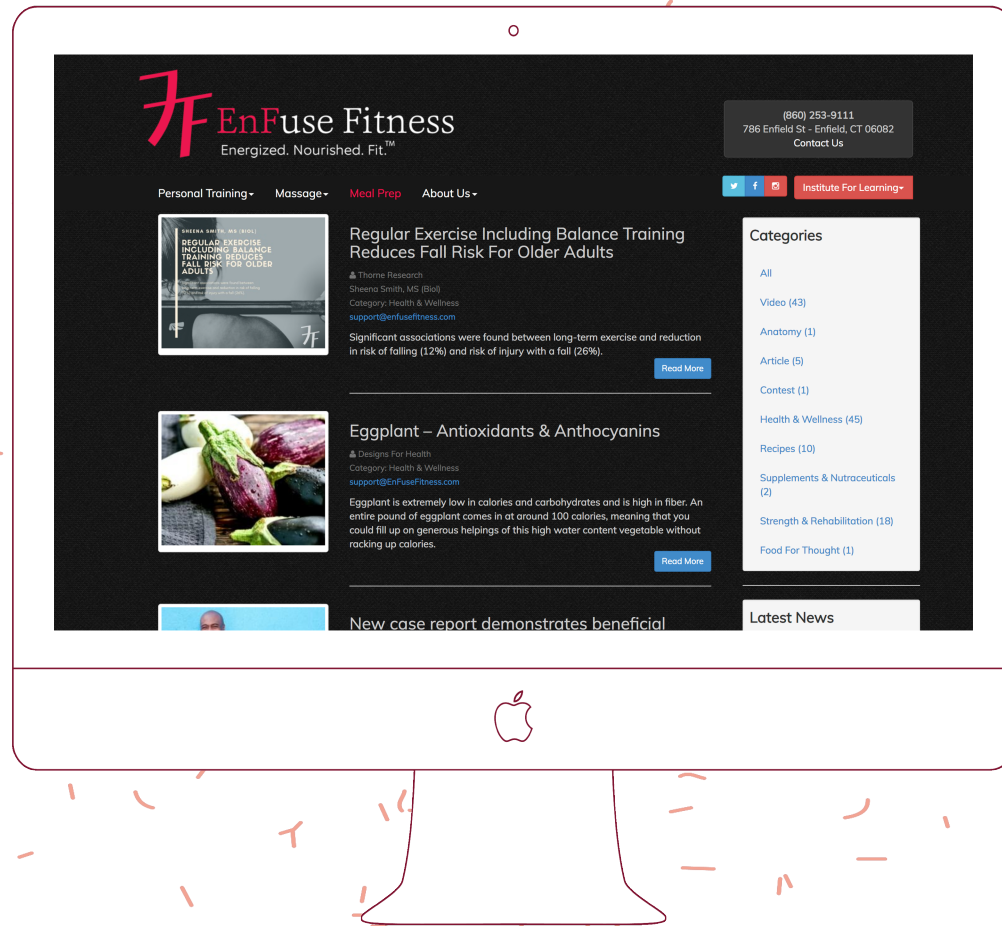
Credentials are commonplace; attention is not.

The single, most powerful thing that one human can give another is undivided attention. EnFuse was founded on this core belief, and it drives our business. We began with the intent to offer a training experience that focuses all attention on the individual and the long-term. We've fine-tuned our model and added people and equipment over the years, but this mission has not changed. There is too much at stake to treat your health like a group sport.

# Website

## ENFUSE FITNESS





# Before

Poor menu interface without an intuitive UX, unnatural break points, improperly sourced images (copyright violations), poor blog menu tagging, unclear branding/services offered, lack of contact information. No clear visual theming or unified text. Color contrast and header tags in violation of ADA standards.

# EnFuse Fitness

## ADA COMPLIANCE

Originally, EnFuse Fitness was very far from being ADA compliant. Their new color palette has been extensively tested for compliance.

Foreground	Background	Contrast	Paragraph	Header
<b>522549</b>	<b>FFFFFF</b>	12.2	AAA	AAA
<b>522549</b>	<b>eeeeee</b>	10.5	AAA	AAA
<b>2D2731</b>	<b>eeeeee</b>	12.5	AAA	AAA
<b>2D2731</b>	<b>FFFFFF</b>	14.5	AAA	AAA
<b>2D2731</b>	<b>BB97B4</b>	5.6	AA	AAA
<b>522549</b>	<b>BB97B4</b>	4.7	AA	AAA

# ADA Compliance

With accessibility lawsuits sweeping websites from all sectors, I come with a thorough knowledge of Alt Text, color contrast, header tags, subtitle requirements, and other accessibility musts. Instagram and Facebook have recently updated their platform to support these efforts and I'll make sure future work is fully compliant as well as spearhead retroactive projects to update past content that fails compliance.

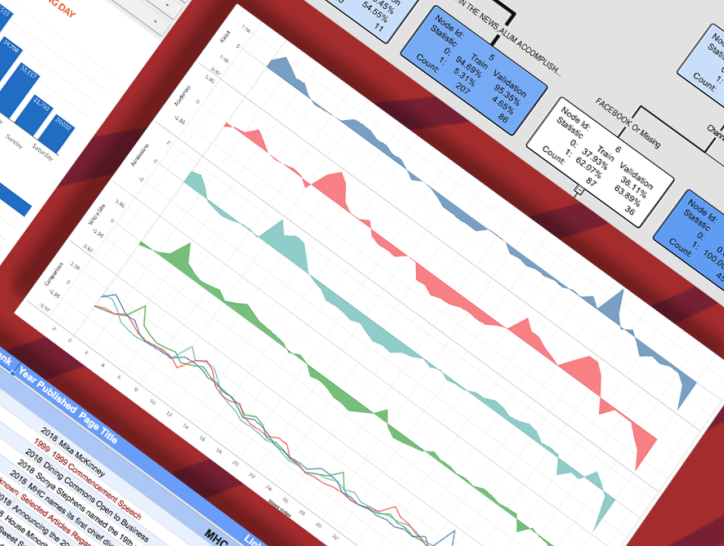
Disability in design is a big passion of mine that I've presented at several conferences.

## DISABILITY DRIVES DESIGN

### **Talk Description**

Disabled designers have long been some of the biggest movers and shakers in the field. Forced to constantly adapt to a world not built for them, disability has always driven innovation. From audiobooks in the 1930s to touch screens long before the first iPhone, countless technological advances have emerged from (not for) disabled communities. Yet, history has long repackaged these brilliant designers as recipients and users, not creators, of innovation. Why? This talk will cover the dark history that propelled the medical model of disability to its modern prevalence, the Disabled Civil Rights Movement, the social model of disability, the endless contributions disabled designers have made to our field, and steps your firm should take when approaching inclusive design.

# Analytics



# Web Analytics

**What do you do before you throw a punch?  
You pull your fist back.**

## FOREWARD

To make any hit count, you need to prepare. While Wild West fisticuffs aren't particularly my style, preparation is nevertheless vital to any business. Analytics is a great way to gain insight into user behavior and your marketing efficacy. However, it is only valuable when those insights are acted upon. Every implementation requires refinement, and data is what leads that process.

Client empowerment is my top priority. With monthly reports, I can devise a strategy for any business bettering their content, web design, and user interface.

I've used analytics to track pressure points and make those pages more enticing to users, measure the efficacy of CTAs which prompted MHC to reevaluate our calls to action, and used heat mapping and UTM codes to remove poorly performing 'filler content' from the page.

## CASE STUDY

MHC's data indicated a large amount of new users based out of China with Mandarin language settings. While Google Analytics does not report data gathered for minors, we were able to see adult and unlabeled users. That, paired with personal interviews, indicated that many Chinese parents helped their children in their college search. Further, interviews and behavioral data suggested that prospective students, even though they were bilingual and seeking English speaking colleges, often searched in their native language.

With the help of a student worker, we added Mandarin keywords as a pilot before hiring a translator to edit more pages. While there was a difference in user behaviors, the difference was not statistically significant indicating that these efforts likely did not help organically searching in Mandarin.

**Impact:** This helped us prioritize our budget to support more effective strategies.



# Skills

Marketing analytics require a significant amount of statistical knowledge, experimental design, and descriptive analytics. But before anything else, you need someone who can critically engage with data beyond rote output if you ever want actionable strategy based on predictive and prescriptive analysis.

Through graduate courses both for marketing analytics and clinical psychology with a focus on experimental design, I'm well read on methodology because know one likes bastardized data. The only thing worse than not acting on data is acting on faulty information. I've polished this knowledge through my position as both a database manager for the international nonprofit HGF and as the digital content strategist at Mount Holyoke College. Further, I've conducted many data and stats heavy experiments and have researched and presented studies on EEG recorded brain waves at the collegiate level, worked as a statistician as hire for a PhD dissertation, and offered strategic insights for countless marketing clients based off of users' web behaviors.

Some processes and analysis I know:

- Decision tree modeling
- Correlations
- Descriptive analytics (mean, median, mode, standard deviation, variance, range, qualitative demographic data)
- Relative means, Z-Scores
- Market segmentation
- A/B testing
- Split half validity
- Sentiment analysis
- Query writing for brand monitoring
- Churn rate and ROI
- Social media and VOC analytics

# Case Study

## INSTAGRAM COMPETITOR ANALYSIS

### SUMMARY

In 2019, with a team of student workers at Mount Holyoke College, we gathered qualitative and quantitative data for individual posts from both our own Instagram and 8 competing colleges' primary Instagram channels. We gathered data for approximately 400 individual posts. We reported on several metrics including:

- **Post Date**
- **Target Audience:** alums, current students, prospective students, undefined, etc
- **Post Type:** student highlight, campus beauty, etc
- **Post Qualities:** long text, quote, teaser for long form content, etc
- **Image Quality**
- **Number of Hashtags**
- **Likes**
- **Comments**
- **Engagement Ratio:** compared to current follower count

Data from all colleges were analyzed using decision tree modeling to figure out what variable had the largest impact on the engagement ratio.

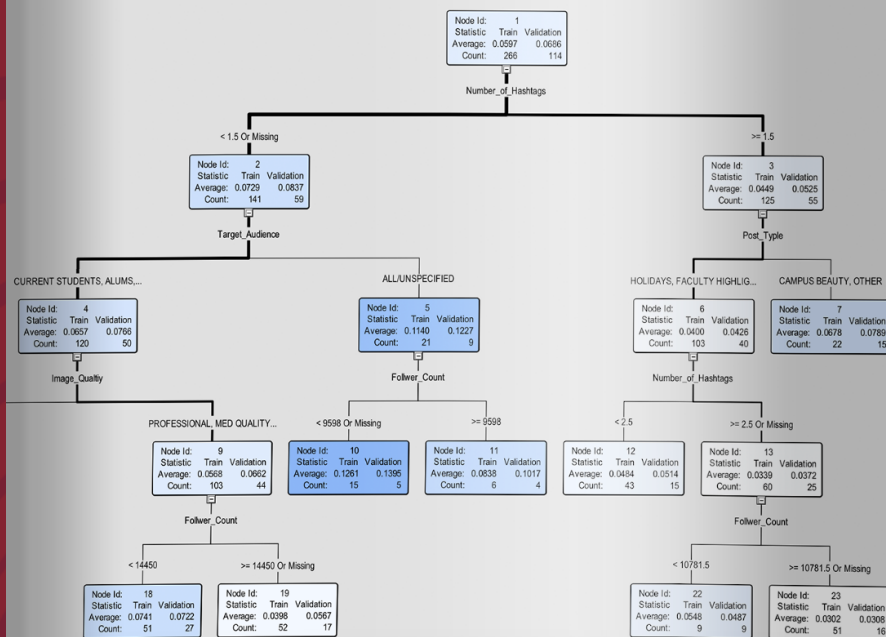
### RESULTS

The largest predictor of engagement was the number of hashtags used. Engagement plummeted when more than one hashtag was used with the exception of campus beauty posts.

Posts using less than 1.5 hashtags had an average engagement ratio of 7.3% while those using more than 1.5 hashtags only had an engagement ratio of 4.5%, **nearly 3% less**.

Posts with a clearly defined target audience performed best when targeted with video content (engagement ratio of 11.9% vs 5.7% for all other post types).

All Text	Parent Id	Above Text
Node Id: 1...		Non-Missing Values
Node Id: 2...		1 < 1.5 Or Missing
Node Id: 3...		12 >= 1.5
Node Id: 4...		2 CURRENT STUDENTS, ALUMS, ... Or Missing
Node Id: 5...		2 ALLUNSPECIFIED
Node Id: 6...		3 HOLIDAYS, FACULTY HIGHLIGHT, ... Or Missing
Node Id: 7...		3 CAMPUS BEAUTY, OTHER
Node Id: 8...		4 VIDEO
Node Id: 9...		4 PROFESSIONAL, MED QUALITY, ... Or Missing
Node Id: 10...		5 < 9598 Or Missing
Node Id: 11...		5 >= 9598
Node Id: 12...		6 < 2.5
Node Id: 13...		6 >= 2.5 Or Missing
Node Id: 16...		8 < 18863 Or Missing
Node Id: 17...		8 >= 18863
Node Id: 18...		9 < 14450
Node Id: 19...		9 >= 14450 Or Missing
Node Id: 22...		13 < 10781.5
Node Id: 23...		13 >= 10781.5 Or Missing



## THE THEORY

While using hashtags expanded reach to broader audiences, these audiences likely did not find the content relevant or important. When external audiences failed to engage during the first moments of the post's 'life,' it signaled to Instagram that the content wasn't meaningful and suppressed its reach to subscribed, internal audiences who already like the account, thus hurting overall engagement. While, on face, we're taught best practice is to use hashtags, the data in this case study doesn't support theory in American higher ed.

## NOW WHAT?

This can suggest a need:

- Use less hashtags
- Better tailor hashtags by using explicit college signifiers (e.g. **#wearemoutholyoke**)
- Use more content specific hashtags, e.g. **#RedStorm**, **#BigEast**, or **#D1** on St. John's sports posts
- Better tailor messaging to external audiences
- Be strategic about hashtag placement, reserving them for posts such as campus beauty
- Edit captions to add hashtags after the post has already reached internal, subscribed audiences



**SAGE  
ORVILLE**

# **Social Media**

**Holyoke, MA 01040  
sageorville@gmail.com // 413 . 205 . 9977**

# EnFuse Fitness

## SOCIAL MEDIA



**Existing Issues:** EnFuse’s social media had low quality images with no clear brand definition or CTAs. Additionally, they posted a lot of images of meal prep which conflated the EnFuse brand with one of their other businesses, My Chef, a local meal prep service comparable to Blue Apron.

**Some Updates:** I updated the menu architecture on Facebook, profile images, bio, about information, and heavily culled their past posts that deviated from their brand. We now have a brand strategy of several campaigns, blog posts, images, and more.

**EnFuse Fitness** updated their cover photo.  
Published by Sage Orville Shea [?] · Yesterday at 3:31 PM · 🌐

We customize our holistic fitness programs to fit you. Not your family. Not your friends. Not your colleagues. YOU, because personal training should be just that, personal.



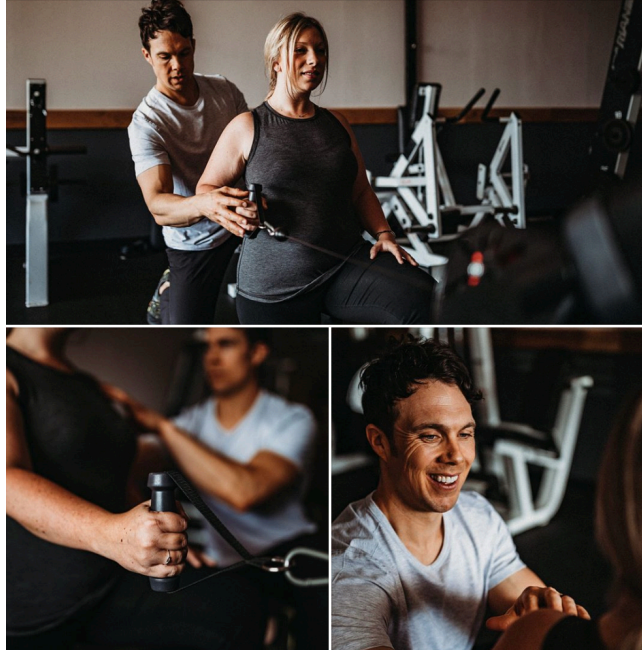
**EnFuse Fitness**  
Published by Buffer [?] · August 27 at 12:18 PM · 🌐

Don't let the lack of movement fool you, static exercises can be a highly effective way to build muscle. Don't believe us? Set up an assessment and we'll show you just how much of a [#workout](#) static exercise is!



**EnFuse Fitness**  
Published by Sage Orville Shea [?] · August 24 at 6:01 PM · 🌐

Cable machines are a fantastic tools. This one is one of our favorites for both static and dynamic exercises and help us target a diverse group of muscles.



**EnFuse Fitness**  
Published by Sage Orville Shea [?] · Yesterday at 3:06 PM · 🌐

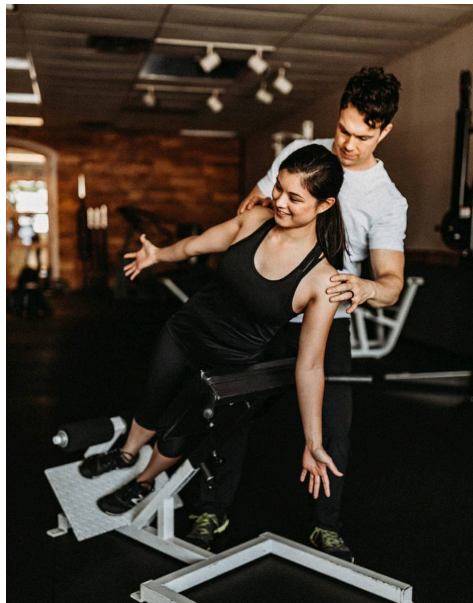
We have a solid staff of highly credentialed trainers, but we're always looking to grow our team. Do you or someone you know have a background in physical health and are certified through NASM, ACSM, and/or the Pilates Method? Consider applying! We offer a consistent client base and train with a preventative, therapeutic eye.

<https://www.indeedjobs.com/enfuse-fi.../.../95d55024817dfb4fefa6>



Careers at EnFuse Fitness

Careers at EnFuse Fitness



**enfusfitness** ...

Don't let the lack of movement fool you, [#staticexercises](#) can be a highly effective way to build muscle. Don't believe us? Set up an assessment and we'll show you just how much of a [#workout](#) static exercise is!

...

[#enfield](#) [#ct](#) [#fitness](#) [#shoplocal](#) [#training](#) [#fitness](#) [#health](#)

1w

**vivilaroo** I like the sound of that! 🥰 ❤️

1w 1 like Reply

4 likes

7 DAYS AGO

Add a comment...

Post



**SAGE  
ORVILLE**

**Print**

**Holyoke, MA 01040  
sageorville@gmail.com // 413 . 205 . 9977**

# THE BOYLSTON ROOMS

I executed a series of rebranded minimalist print ad campaigns in regional magazines, managing an annual ad budget of approximately \$35,000.

Images were selected after A/B testing on social medial.

Easthampton, MA

boylstonrooms.com

413 . 548 . 4852



## *the* BOYLSTON ROOMS

Photo by  
Lauren Hawkins

### industrial. elegant.

Located in a former textile mill, The Boylston Rooms is nestled in the heart of Western MA in the foothills of Mt. Tom. Every brick and beam in our 1814 mill pays homage to those who build to last.

Come make history with us.

**BEST OF  
BOSTON**  
WEDDINGS 2018  
AWARDED BY BOSTON MAGAZINE



# THE BOYLSTON ROOMS

Supporting print  
and digital packets  
were made to  
support increased  
outreach efforts,  
mirroring the bold,  
typography-focused  
look and feel of the  
website.

Indoor Ceremony  
& Reception Spaces.  
Outdoor Courtyard.  
Two Getting Ready Suites.  
Hundreds of Decor Options.  
Professional Planners.  
Ceremony Rehearsal.  
Set Up. Decorating.  
Variety of Photo Locations.

All  
Included.  
Really.





**The average wedding produces 400lbs of waste.**

By making hundreds of decor pieces available to our couples for free, we're changing that narrative.

## THE BOYLSTON ROOMS

The Boylston Rooms has long offered decor to their couples for no additional cost. While they've consistently marketed the cost savings, I introduced a new marketing angle: environmentalism.

Paired with the venue's preference for reclaimed materials, it was a harmonious expansion of marketing. Web copy mirrored print pieces and provide longer form copy on sustainability.

A select page from a larger print piece.



## THE BOYLSTON ROOMS

### WESTERN MA GUIDE

The Boylston Rooms has seen an increase in bookings from out of town couples. There's been an increased need to support these couples and their guests as they expands into higher SES markets like Boston. This prompted the creation of a guide to Western MA that could be used for guests traveling for the weekend.

# TURN THE TIDE

## THE NORTHEAST CANYONS & SEAMOUNTS MARINE NATIONAL MONUMENT (NCSMNM)

### THE SERENGETI OF THE SEA

Founded in 2016, the NCSMNM is roughly the size of Connecticut and located approximately 100 miles off the shore of Cape Cod. Home to 3 canyons as deep as the Grand Canyon and 4 extinct underwater volcanos (seamounts), its unique geological features support one of the most biodiverse marine ecosystems on the East Coast.

The NCSMNM contains at least nine distinct marine wildlife ecosystems. The Monument area serves as a nursery for many marine species that are vital links in the marine food chain; many links are still yet to be understood in their entirety. The Monument also boasts robust coral reefs which form the foundation of deep-sea ecosystems, providing food, spawning habitat, and shelter for fish and invertebrates. These ocean communities are easily thrown out of balance, yet vital to human resiliency.

### BECOMING WORLD LEADERS

**THE UN** had set a target of protecting 10% of the ocean by 2020. This goal has yet to be met and falls even shorter of the 30% goal that's touted as the percentage of highly protected ocean needed to mitigate the very worst impacts of ocean acidification and sea level rise. The US has the chance to be a world leader in climate solutions.

# 30%



## POST SANDY: NATURE-BASED SOLUTIONS

**Wetlands saved \$625 million in flood damage**, but how? Beaches, dunes, and living shorelines reduce shoreline erosion and protect coastal communities from storm surges. These areas also drive eco-tourism in many coastal communities and provide vital habitats for wildlife.

Marshes are the first responders of the coast — when tides and storm surge come in, they soak up water like a sponge, protecting homes, roads, and businesses from flooding. In their day jobs, marshes store carbon, filter pollutants, and support fish and birds.

A 2011 study found that **every mile of river opened can contribute more than \$500,000 annually** in local social and economic benefits once fish populations return to their full productivity. Free-flowing rivers are less polluted, maintain better temperatures and oxygen for aquatic species, recharge groundwater, and allow for the transport of sediment downstream, where it nourishes beaches and marshes.

**NOW IMAGINE THIS ON A LARGER SCALE**

**Protected waters protect us all.**  
How?

**BIGGER FISH**  
Organism size increases by 25%

**MORE FISH**  
Protected marine areas have nearly 7x greater fish biomass than nearby unprotected areas.

**STORM PROTECTIONS**  
Living shorelines like salt marshes and oyster reefs can grow coastal resilience against threats like erosion and natural disasters. Better yet? It's more cost effective than many man-made structures.

**STRONGER ECONOMY**  
Well-enforced marine reserves can increase adjacent fishery catches and increase their long-term profitability.

**BETTER WITH TIME**  
The positive effects of marine reserves on commercial fish species are linked to how long the protections have been in place.

## FWS

### CONGRESSIONAL OUTREACH

One page mailers are a common way for governmental agencies like FWS to engage with Congress on pressing environmental issues. New presidential orders required the need for budget increases in order to advance protections for a large section of bio-diverse waters.

I wrote the copy and designed the final piece to align with FWS style guidelines.

The front page of single sheet, two-sided mailer.

Helen Tillouine  
 Practice Test Booklet  
 WITH ANSWERS  
 FOR SCHOOL  
 OBTAIN  
 Cambridge  
 UNIVERSITY

The unique geological features of the monument produce a nutrient richness that is unparalleled in the Atlantic, providing sustenance for myriad species. We enjoy some of these — think lobster and tuna — on our plates.

The whales enjoyed by thousands of people on viewing expeditions each year and the fish caught on charter boats feed there.

The same wildlife that use our rivers and coasts rely on the monument. Migratory fish species, like river herring and shad, spend part of their lives in inland waterways and part in open ocean like the monument.

We've identified only about 50% of the Monument's creatures, including the Bermuda storm-petrel, which not long ago was thought to be extinct.

**Brittany Petersen**  
 Superintendent of the Northeast Canyons and Seamounts Marine National Monument (NCSNMM)

**Where woolly mammoths once roamed there is now a forest of corals and sponges.**

For woolly mammoths, the seamounts in the Monument were just 'mountains' rising up around river sea canyons.

Georges Bank is an elevated portion of the sea floor that separates the Gulf of Maine from the Atlantic Ocean. But during the last ice age, Georges Bank was an extension of the North American mainland and was home to many land-dwelling animals, like woolly mammoths who lived over thousands of years and the view from these mountains looks vastly different. Woolly mammoth bones have even been spotted on the surface of the seamounts in the NCSNMM!

a computer generated 3D-model of a woolly mammoth

**A PORTAL TO THE PAST**

AMERICAN  
 GEOGRAPHY

Key Stage 3  
**Science**  
 National  
 Book

**FISH AND WILDLIFE SERVICE**

I made additional print pieces repurposing past blog posts. This piece focused on woolly mammoth bones at the bottom of the ocean.

Chasing the Right Vowel  
 Spray Play with  
 email make rain  
 shade main clay  
 Spotting the Right Spelling



### REBUILDING AFTER SANDY HOW INVESTING IN NATURE CAN PROTECT US ALL

Stressors covered 600 million in fiscal damage. But how? Beaches, dunes, and living shorelines reduce shoreline erosion and protect coastal communities from storm surges. These assets also drive tourism in many coastal communities and provide vital habitats for wildlife.

Marshes are the first responders of the coast — when waves and storm surge come in, they soak up water like a sponge, protecting homes, roads and businesses from flooding. In their soil, marshes store carbon, filter pollutants and sustain fish and birds.

A 2011 study found that every mile of river opened can contribute more than \$500,000 annually in local social and economic benefits. Once fish populations return to their full productivity, free-flowing rivers are less polluted, midspan beaver temperatures and oxygen for oxygen species, recharge groundwater, and allow for the transport of sediment downstream, where it nourishes beaches and marshes.

“ For every dollar spent on hazard mitigation, our nation can save \$6 in future disaster costs. ”

FWS

Additional print pieces talking about the economic and protective benefits of shoreline restoration. Research, copy, and design by me.



**SAGE  
ORVILLE**

# **Public Speaking**

**Holyoke, MA 01040  
sageorville@gmail.com // 413 . 205 . 9977**

# Public Speaking

I debated competitively at the collegiate level and have been one of the highest scoring novices at the Yale competitions with a Novice Break in 2014. I've competed in both Alaska and Budapest, and spoke at the English Speaking Union in Manhattan on the Syrian Refugee Crisis in 2015.

I've continued public speaking as part of my personal activism. In 2019 I launched **oomvelt** - a project aimed at providing accessible, no BS, digital marketing education to small businesses and creative freelancers with an aim at specifically helping POC and queer run businesses. With 8 workshops hosted in the past season and more booked for the fall, it's slowly gaining traction as a helpful resource in the Pioneer Valley and greater MA. Topics have included inclusive business practices, ADA compliance, intuitive UX design, and resume building. I've successfully pitched to local papers, created cross promotional partnerships with local businesses, managed social media and a small email campaign, and created a comprehensive curriculum.

This makes me a clear, concise, and confident educator and advocate whether I'm leading a pitch meeting, trying to get institutional buy in, or training a team.

[www.sageorville.com/workshops](http://www.sageorville.com/workshops)





**SAGE  
ORVILLE**

# **Visual Media**

**Holyoke, MA 01040  
sageorville@gmail.com // 413 . 205 . 9977**



## PHOTOGRAPHY

I cover a wide array of events with a focus on candid, unobtrusive documentary shooting. To be a better human, I always question preconceived societal tropes, and I work hard make sure that translates to my photography. I document people as they genuinely are and not how monolithic and antiquated norms define them

**[You have an] outstanding craftsmanship, keen artistic eye, and conscientious sense of moment.**

- The Leafies You Gave Me (band)







## PHOTOGRAPHY

In 2018 Mount Holyoke College launched a new Makerspace to encourage interdisciplinary learning and foster creativity on campus. Students collaborated with faculty and staff to create a desk made of reclaimed materials that welcomes people into the space.

“Making provides a visceral understanding of both physical and intellectual concepts, and represents a unique mode of inquiry. Modern maker culture encourages collaboration across different disciplines and broad exploration — a hallmark of the liberal arts.”



of their creations. The working surface of the greater desk from Darling's design-build class — which was completed in May — is fashioned from the wood of the oak tree that was felled to make room for the Blanchard extension. Historic floorboards that had been in storage in facilities for nearly 100 years compose the desk's body, while former window handles have been repurposed as drawer pulls.

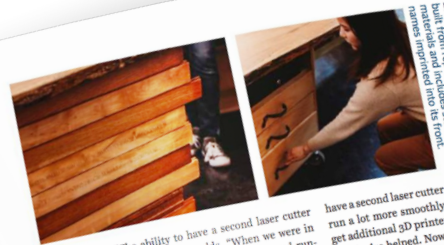
"The Fimbel Lab helps students think about the materiality of the world we live in," Aidala says. "We train students to consider efficient use of materials to generate less waste, along with reuse and recycling." We see the interests of our students come through in the projects, whether it's developing a solar lantern for research-dark schoolwork in remote villages or researching alternative natural materials for textiles that could have the same physical properties as synthetically derived textiles popular for clothing.

While data on the number and frequency of users in the space is still being collected, Mensing, whose office is on-site, says she has seen a surge in interest since the move — which was itself promoted by the impossibility of fitting the creative impulses stirring on campus within the confines of one classroom.

"It brought a lot of energy to the Art Building," Aidala says. "And it was clearly beneficial to many of those involved, but even from the outset, because we were in a digital media lab that was fundamentally a computational facility, we couldn't really make dust, and it wasn't designed as a lab facility where we had easy dust collection and ventilation for more complicated equipment."

In light of the overwhelming success of the space in Art 211, and bolstered by the Fimbel gift and other funding, the College invested \$3.5 million in a renovation of Prospect Hall. That amount allowed for the renovation and development of multiple spaces, as well as the ability to break a logjam around the high-tech cutting and prototyping machines, which had quickly grown popular.

Desk photos by Sage Stone (4)

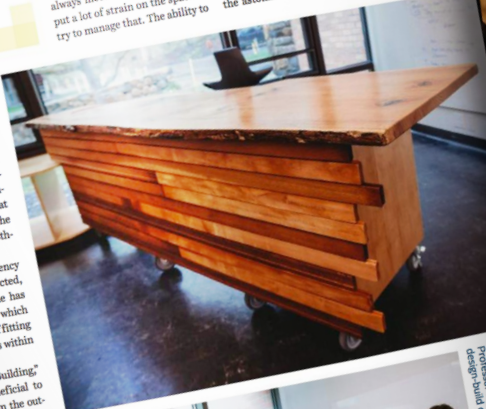


LEFT The reception desk was built from and included student-made items inspired (to its front)

"The ability to have a second laser cutter was huge," Mensing adds. "When we were in Art 211 and we got the first one up and running, it was like a wildfire. But it was constantly in demand, so much so that we weren't able to always meet the demand, and it put a lot of strain on the space to try to manage that. The ability to

have a second laser cutter allowed for things to run a lot more smoothly, and we were able to get additional 3D printers in the space as well, which also helped. Now we're able to meet the needs of the campus."

The fervor around making shows no signs of subsiding, and the list of independent student projects keeps growing. Examples from the astonishing array of ideas being pursued



ABOVE The reception desk, designed and built by student-making, front left to the professor. Making classes held in the Fimbel lab.



My coverage of the Makerspace student desk featured in the Mount Holyoke Alumnae Quarterly in 2019

# Photography

Nicole reached out to me after her father was diagnosed with stage 4 cancer. Her father, Joe, was a gay man in an interracial relationship with his loving husband, Jimmy of over 10 years. When they married soon after it's legalization in Massachusetts, they were unable to find a photographer their wedding. Even for their happiest day, they faced adversity. Neither Jimmy nor Joe have any pictures from that day and hardly any photos of their family in the years that followed.

Once diagnosed, Joe lost hope, he lost will. Planning this shoot gave her father something to look forward to; something Joe hadn't done in a year. As he rapidly lost weight from the cancer and treatments, people would offer to take him shopping and he'd respond with, "What's the point? I'm going to die." With the shoot booked, he was eager, energetic, and excited about the future. Two weeks after this set was taken, Nicole presented her father with pictures in Aruba, with her brother and step father, Jimmy, by her side.

He lived another two years after the shoot and filled it with family, food, and all the small adventures he could manage.



From left to right: Nicole's brother, Joe, Jimmy, and Nicole

# Photography



Pride because we are still fighting to exist without persecution. Pride because Jimmy and Joe, as an interracial gay couple, couldn't find a photographer to document their wedding when it was first legalized. Pride because even after Joe's cancer diagnosis, doctors still pushed for AIDs testing, which he didn't have. Pride because in Joe's obituary, Jimmy wouldn't list himself as the husband left behind because he didn't want the celebration of Joe's life to be overshadowed by bigotry. Pride because Joe was only welcomed back to his church in 2019 after his death. Pride because love that endures so much should be celebrated. #pride





My photography coverage of the MHC flower show that was featured in the Mount Holyoke Alumnae Quarterly in 2018.



**PRESS  
FEATURES**



B O S T O N  
**SPIRIT**

**VALLEY ADVOCATE**



*Qwear*

*Dapper Q*  
**UNGENDERING FASHION**

**catalyst**  
WEDDING CO.

*Take*

*Boston Voyager*

LOCAL NEWS SOURCE  
**GAZETTE**

## VIDEO

Tracing back to 1900, the Laurel Parade is one of Mount Holyoke's longest standing traditions. Students parade through campus with two wreaths of laurel leaves and forget-me-nots that they place on College founder Mary Lyon's grave.

[https://www.instagram.com/p/  
Bxn\\_8Kfhoof/](https://www.instagram.com/p/Bxn_8Kfhoof/)



# Video



Some of my skills not featured in this video are freeze frame sequences, masking layers, Multicam sequences, glitch animations, transparencies, layers, and more.



The video made use of several techniques including long-exposure time lapse that gave the parade an artistic blurred flow, slow motion, speed ramping, pull focuses, advanced video transitions, key frames, and color grading. It was filmed and edited on the same day with a 3 hour turnaround.



# Uncomfortably Unsure

## A POCKET VINYL CASE STUDY

CT band Pocket Vinyl's album, "Uncomfortably Unsure," is a non-sexy album about sex. These are not songs to put you in the mood, but rather try to unpack and examine the shortcoming surrounding sex in all its definitions.

"As I've grown older, I've discovered that a lot of the teachings I learned about sex and the realities of it were not in line with each other [...] Though there was talk of consent, I didn't really understand what that meant. For the most part, it seemed that sex was taught to me as something that one does while another person is there, rather than two people doing something together. It's a subtle distinction, yet one that makes all the difference."  
- lead singer, Eric Stevenson

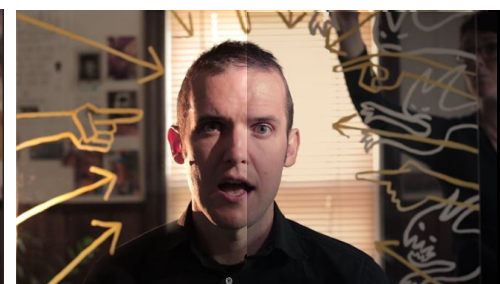
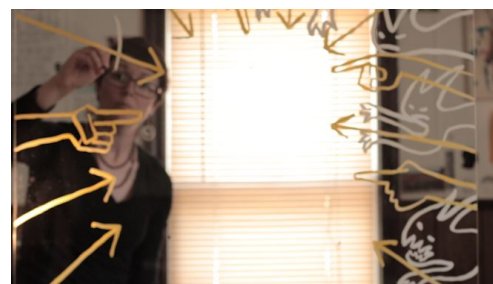
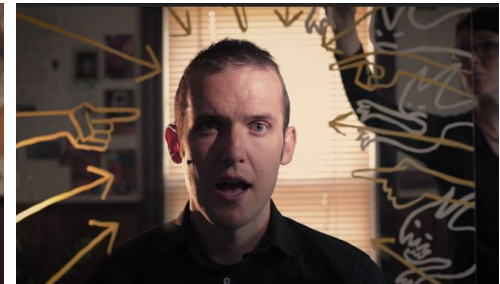
I was tasked with creating a simple yet enticing music video that incorporated the visual part of Pocket Vinyl's performance - live painting. We settled on speed ramping and playing with parts of the video playing at different times within a single frame.

# Production

The music video showcases a singer singing while an artist 'live' paints the video's background on a sheet of plexiglass. While at first glimpse, it appears to be a singular take to the viewer, these were multiple takes merged together using masking layers and played at different play speeds for a unified end.

With a constrained production timeline of 1 hour of filming and a 24 hour turn around, the shoot required extensive preplanning of spacing with the exact lighting and focus prepared to make a consistent depth of field between the two takes.

A secondary angle was used to create some visual variation with overlays and film light leaks. This allowed for covering the painter's movement from one side of the glass to another more seamlessly. Color grading added more contrast and drama allowing the band to hit the desired mood.



A woman with long dark hair, wearing a bright red top, is standing in a studio. She is gesturing with her hands as if speaking. The studio is dimly lit, with a large white backdrop on the left and several professional lighting fixtures, including a large overhead light and a smaller one to the right. The background is dark, with some equipment visible.

# Project Management

**I've also lead full production video shoots as the project manager and creative director. I've kept the project on time, relayed information to different corporate stake holders and a team of dedicated freelancers. While most of the details about the shoot cannot be shared due to confidentiality restraints, the final product was shown to over 26,000 employees.**

# Past Clients



**Health401k**  
PROTECT YOUR MOST VALUABLE ASSET

oomvelt



**WRONG ANSWER!**



**Agape**  
Institute  
**Leaders**

EnFuse Fitness



**GATEWAY CITY** *Arts*  
92 - 114 RACE STREET, HOLYOKE, MA 01040

**ROGUE**  
LIFE ARTS

# What are my clients saying?

**[You have an] outstanding craftsmanship, keen artistic eye, and conscientious sense of moment.**

- The Leafies You Gave Me (band)  
photography, marketing consultations

**Sage was wonderful to work with. He created gorgeous images of our wedding, capturing so many moments of joy, wonder and bliss. He has an incredible sense of timing, and after receiving his images, I was struck by how authentically he captured our day. Our wedding was really intimate, emotional and magical, and I didn't expect that to be able to necessarily be translated into still photos, but Sage made that happen.**

- Katy and Sam  
wedding photography

**Hi! I just wanted to let you know that I soft launched my website today after making the suggested changes from yesterday I enjoyed the class and feel less intimidated by everything required for a website!"**

- Ashling, small business owner of Another Way Tutoring who attended an oomvelt workshop on a UX approach to web design

**I must admit, I felt some real sadness around how oblivious I am/have been to many of the topics discussed. [...] I am grateful our paths have crossed. You are years ahead of your time and your emotional intelligence is striking.**

- Ryan, business owner of EnFuse Fitness  
oomvelt queer inclusivity workshop

**This oomvelt material is majestically well curated, clean, and organized.**

- Brittany, Photographer

[in an email the night after the wedding]

**I look forward to the photos and I wanted to say that while I was laying in bed awake last night I was thinking how great you were. I didn't feel like you were in the way at all - frankly I don't even remember seeing you while I was on stage - which seems like a perfect photographer. But I \*also\* felt like anytime I wanted you around to take a photo, poof there you were!! Thank you again!**

- Shuba

**THESE ARE UNBELIEVABLE!!**

- Nithya (engagement)





**SAGE  
ORVILLE**

# Praise

**Holyoke, MA 01040  
sageorville@gmail.com // 413 . 205 . 9977**

# Emerson College

I am an Executive-in-Residence and Graduate Program Director of Emerson College's Digital Marketing and Data Analytics master's program. I teach undergraduate and graduate level marketing and customer analytics courses. Prior to teaching, I spent 25 years working in the marketing analytics field for a variety of different consulting organizations and fortune 1000 brands.

I had the pleasure of meeting Sage Shea approximately two years ago when he was in the process of deciding which graduate program would be the best fit to support his academic and professional goals. Fortunately, for Emerson College, Sage decided to enroll in Emerson's Digital Marketing and Data Analytics master's program. In my very first interaction with Sage, I remember being extremely impressed with his commitment to scholarship and dedication to grow as a marketing and analytics professional.

In 2019, I had Sage in my Social Media and VOC Analytics course. He was a star student in the course, receiving one of the top grades in the course (received an 'A' grade).

**Continued on next page.**



## **Mike McGuirk**

Former director of Emerson's  
Digital Marketing and Data  
Analytics Graduate Program  
978 . 239 . 5123

[www.mcguirkanalytics.com](http://www.mcguirkanalytics.com)

# Emerson College

In this course, students learn how to perform a variety of analytic techniques such as customer sentiment analysis, digital audience analysis, brand monitoring, competitor intelligence analysis and campaign measurement. Sage demonstrated a very strong aptitude in marketing analytics, quickly learning how to use analytic platforms such as Brandwatch Analytics, Hootsuite and MS Excel to run many different types of quantitative analyses. Sage excelled at performing the data analysis and more importantly, using the analysis insights to develop powerful, highly personalized strategic recommendations that address many different types of marketing and customer experience business challenges.

During the course of the graduate program, Sage has developed tremendous digital marketing and analytics skills. What has really stood out to me is his desire to continue to develop his skills, particularly in the area of marketing analytics. Analytics can both inform and inspire new ways of thinking, and Sage has clearly demonstrated this in his exceptional, top quality coursework at Emerson College.

Based on my industry and academic experience, Sage has developed a unique blend of creative, quantitative and critical decision-making skills that will enable him to thrive in many different situations. Furthermore, Sage has such a strong passion for the fields of marketing, analytics and communications, and how these functions can positively impact both businesses (through profitable growth) and consumers (through better experiences). It is this unique mix of advanced subject matter skills blended with exceptional leadership skills and core values, that I have observed first-hand, and allow me to confidently recommend Sage.



**Mike McGuirk**

Former director of Emerson's  
Digital Marketing and Data  
Analytics Graduate Program  
978 . 239 . 5123

[www.mcguirkanalytics.com](http://www.mcguirkanalytics.com)

# Mount Holyoke

I am writing on behalf of my colleague Sage Shea. I have had the pleasure to work with him for nearly a year at Mount Holyoke's Office of Communications and Marketing, where Sage serves as Digital Content Strategist.

Sage has impressed me and our whole team from the moment he stepped on campus. He is articulate and insightful. Driven and proactive. Humorous and creative. Collaborative and encouraging. Eager to contribute, learn and grow. A natural leader and mentor. An asset across our various teams: web, design, content creation.

With his sweeping command of website analytics, we have been able to make better informed decisions regarding which projects to pursue and which to decline — never an easy feat for an office such as ours, which serves multiple stakeholders. Thanks to his understanding of how users think, vital online pages of Mount Holyoke news and information have never had more tailored and thoughtful keywords associated with them. And for the first time in my four-year tenure at the College, I can now access a robust dashboard, created by Sage, that takes all guess work out of "Where are site visitors going?"

**Continued on next page.**



**Emily Malloy**

Copywriter and Copyeditor  
Mount Holyoke College

[emilymhughes@yahoo.com](mailto:emilymhughes@yahoo.com)

# Mount Holyoke

[CONTINUED] The fact that we have an impressive photographer on staff, while not reflected in his title, has not escaped the notice of colleagues in my office and beyond. Sage's work has appeared both on the College's website and in the Alumnae Quarterly, which is sent to tens of thousands of alumnae.

I also value the multiple lenses through which Sage views the world and admire his courage in letting others know when they can — and should — do better. He does so with tact yet without hesitation. As a women's college that since 2014 has explicitly welcomed transgender and nonbinary students, Mount Holyoke faces challenges in ensuring that our suite of print and digital materials match our College's stated goals for inclusivity. It is vital to have staff such as Sage who are ready to point out when senior-level decision makers are missing the mark.

It is not often you come across a colleague who could conduct his entire written correspondence in haiku. Sage has a truly nimble mind, a remarkable eye for visuals and an indomitable, fearless spirit. He will be treasured by any department he joins. Please reach out with any questions concerning his candidacy.

Please feel free to contact me at the number or email address below should you like to discuss Sage's qualifications and experience further.



**Emily Malloy**

Copywriter and Copyeditor  
Mount Holyoke College

[emilymhughes@yahoo.com](mailto:emilymhughes@yahoo.com)

# Photography

It is my pleasure to be writing this letter of recommendation for Sage Orville Photography. I have had the pleasure of working with Sage on various wedding events. Sage is extremely talented and unique artist who was an absolute joy to work with.

He is 100% reliable, patient, humble, considerate and extremely dedicated on meeting clients' expectations and needs. He is an excellent communicator and troubleshooter with a wonderful charming sense of humor, which makes Sage a delight to work with. He can manage expectations well so no one has any questions. He'd be a great project manager. Sage is an all around professional, which is definitely needed when working in the wedding and special events industry.

The ability to adapt to all situations without hesitations is truly a unique skill you will put not only your clients, but your entire crew, at ease. I am absolutely certain that you will be just as impressed with his work and recommend Sage without reservation.

I would be more than happy to elaborate or answer any questions regarding Sage, please feel free to contact me if needed.



**Charlie Alves**

Recruiter at UMass  
& Photographer at Charlie Alves  
Photography  
413 . 244 . 9689

# Gravity Switch

It is my pleasure to recommend Sage Shea who was a Project Manager on a contract basis for Gravity Switch. We are a marketing, Branding, and Website Development company serving primarily higher ed and non-profit organizations.

I thoroughly enjoyed my time working with Sage and came to know him as a solid employee to have in a customer facing role. He is hard-working, well organized, honest, and dependable. He was able to manage several projects with competing demands in our mid-sized agency, and brought valuable knowledge from his experience in larger organizations. He managed projects in both Wordpress and Drupal for several higher ed and non-profit clients to address analytics, GDPR & privacy policies, and ADA compliance. In addition Sage provided staff coordination, quality assurance, and client communications in these projects from development through go-live.

He demonstrated an excellent ability to bring new ideas to the table to help move the organization forward. He introduced, and outlined a plan for us to provide social media offerings to our clients, filling a gap in our product line. I can confidently recommend Sage to join your team and I am sure he will prove to be a knowledge-able and dedicated employee and a beneficial addition to your organization.

Please feel free to contact me at the number or email address below should you like to discuss Sage's qualifications and experience further.



Handwritten signature of Dave Christenson in black ink.

**Dave Christenson**  
Principal

# HGF

I am writing to recommend Sage Shea. I've worked with Sage for 1.5 years at the Harold Grinspoon Foundation where he was my direct report.

In the time I've known Sage, he has been an outstanding employee with a strong desire to learn new processes and master them. He is always eager to add value to the team in new way and learn as much as possible to support the team. He took ownership over several assignments and quickly mastered them, including the training of our implementing partners on a custom dashboard. He was able to clearly and effectively communicate by email and by phone with our partnering program professionals to explain the required data processes and build a good rapport with them.

Additionally, Sage is open to and eager to receive feedback on his work so he can better improve. This openness from him creates a relaxed work dynamic where I could share feedback to her and he took that feedback to continue to improve and grow his skills.

I have now left the organization, but I am confident that Sage will continue to excel and add tremendous value to the team. Based on seeing him grow into this role quickly and easily I highly recommend him for any office role.



**Lauren Harvey**

Associate Director of  
Technology, Controller &  
Finance  
Smith College  
413 . 335 . 4476

**[Lauren.harvey@gmail.com](mailto:Lauren.harvey@gmail.com)**



# HGF

I am writing on behalf of Sage Shea who I have known for approximately two years as his direct supervisor for the last three months of his was employment by the Harold Grinspoon Foundation.

During this time, Sage consistently demonstrated a desire for new knowledge and challenges. Prior to leaving the Foundation, the need for a Mail Chimp and Facebook go-to person was being looked for within the team. Sage was very eager and was selected as the person to serve this role and underwent training. Unfortunately, he left the organization prior to seeing this role to full fruition to pursue a position that was more in line with his overall career goals.

Sage routinely demonstrated a knack for communicating and training partner organizations. The position he held required training on a website dashboard portal that was not always easy to understand for our partners. He not only managed to train them on using the portal but also did so in a way that was easy to understand and calmed even our most apprehensive partners.

His position required consistent attention to fine details and the ability to understand the data presented. Sage gained this understanding and applied this knowledge quickly to his daily assignments. He constantly looked for ways to improve the work he was doing and analyze the information being processed.

I fully recommend him for your for any position regarding digital marketing and marketing analytics program. I believe he will be an asset to your



**Adrienne Levine**

Director of Data Management, PJ Library A program of the Harold Grinspoon Foundation

# Leafies

As the band member in charge of media for The Leafies You gave Me, a ten piece avant-garde theatrical band based in Western MA, I sought Sage's services many times. While Sage was hired for photography and video live event coverage for us on several occasions, more recently he's helped guide us in increasing our promotional materials and social media advertising as the group has picked up steam. As a consultant, Sage was particularly instrumental in our promotional strategy during our House of Leafies summer concert series at Hawks and Reed Performing Arts Center last year.

During a comprehensive in person tutorial guided by previous talks about the 'pressure points' of the Leafies' present marketing strategy, or lack of, Sage broke down the algorithm Facebook was using at that time and taught me the best way to target ads. I was able to create effective Facebook ads using Adobe Spark - a free software he recommended - paired with excellent photos he had taken of our performances. He then showed me how to track their reach using Facebook Insights - a previously neglected tab on our page. He was able to help us discern when the best time was to reach our audience, pre-schedule posts, and target region-specific look-alike audiences to expand our reach to potential new fans. With those tools under our belt, we had the skills needed to craft a reliable framework for perfecting the efficacy of our advertisements.

After our consultation, our sponsored posts hit more specific audiences by targeting on demographics like age, location, and interests. We also made them more cost effective by paying only for sponsored content that resulted in a click through to our web page. With a tight budget, we greatly appreciated the attention to our specific needs [...]



**Matthew O'Leary**  
The Leafies You Gave Me

# Leafies

[CONTINUED] More importantly, we were able to directly see the impact after he helped as our ticket sales and show attendance increased.

The scope of this kind of digital marketing effort was completely new and frankly intimidating territory for myself and the rest of the band - of whom were tasked with nearly all the event organizing other than providing the venue. While we were used to throwing together a quick event page and just hoping for the best, Sage's input and exceptionally cordial yet straight-forward and disciplined demeanor during that period greatly eased and strengthened our efforts in spite of the intense juggling on our end insofar as booking, theatrical planning, and musical preparation. By Sage giving us confidence in that one area of inexperience and anxiety, we were able to focus more intently on our strengths as artists and provide a series of quality which would achieve surprising acclaim and several news features.

In addition to his help during the series, Sage has made us more aware of traffic flow in general, improving our website SEO and alternative text, basic ADA compliance standards, and other methods of increasing our online visibility that we can use in the future as we grow. For example, we now try and ensure that news articles on either our group or the series feature a link to our band's website. We plan to work with him in a greater capacity in the future when we redesign our website and develop better regular online presence strategies. Sage's interest and passion in web presence was clear from even our first initial consult. He would be a strong addition to any work place.



**Matthew O'Leary**  
The Leafies You Gave Me



video work

# Additional References

## ERIN WITMER

Owner | The Boylston Rooms  
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