



Portfolio

Table of Contents

Overview

- Important Links
- Experience
- Skills

Case Studies: Web

- NJPDDA: Rebrand
- Bitten
- Erin Brunelle
- The Renaissance Pet
- EnFuse: Writing, brand identity
- W Hotels: Wireframes
- Keywords
- ADA

Marketing Analytics

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

Social Media

- EnFuse Social Media: Sample
- Smith College: concept piece
- Long-form Writing Samples

Case Studies: Public Speaking

- oomvelt

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
www.sageorville.com

Linkedin
www.linkedin.com/in/sageshea

Social
www.instagram.com/sageorville

Experience

OVERVIEW: NONPROFITS TO HIGHER ED

Franklin Region Counsel of Governments

I crunch 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.

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.

FREELANCE

Since 2015, I've worked as a photographer and videographer freelancer, focusing predominately on event coverage with a focus on weddings. I've honed my skills with a deep understanding of lighting, composition, and fast, bulk, post-production. In my roles, I've polished my project

management skills from timeline creation to vendor and client correspondence. From image releases and usage rights to fail-proofing my workflow, I have become particularly apt at mitigating risk while delivering high quality digital assets. As a brand strategist, I've also helped hone brand voices and mirror copy and marketing plans to further refine it.

GRAVITY SWITCH

As a contractor at Gravity Switch, I worked as a project manager to balance existing projects as strategic leads responded to RFP's for FY2019. In this role, I lead sales pitches, managed client contracts, lead major content migration projects, executed bug testing, wrote privacy policies for GDPR compliance, and more.

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.

Skills

ADOBE SUITE

- Premiere Pro
- Adobe Spark
- Lightroom
- Adobe XD

SOCIAL MEDIA

- Instagram
- Facebook
- Youtube
- Eventbrite
- Tumblr
- Twitter

ANALYTICS

- SEO implementation
- Google Analytics
- Hotjar
- Data Studio
- Google My Business
- Brandwatch
- MozBar

PROJECT MANAGEMENT

- Trello
- Active Collab
- Podio

WEB BUILDERS

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

COMMUNICATION

- Mailchimp
- Slack
- Hipchat

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



Web & Branding

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



NJPDDA

New Jersey Parents of Developmentally Disabled Adults is an advocacy website created by a mother of an adult child with disability. What started as a Facebook group grew into a large network of resources for parents trying to navigate counterintuitive, poorly structured state websites as they seek funding and care for their children.

www.njpdda.com

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 palettes

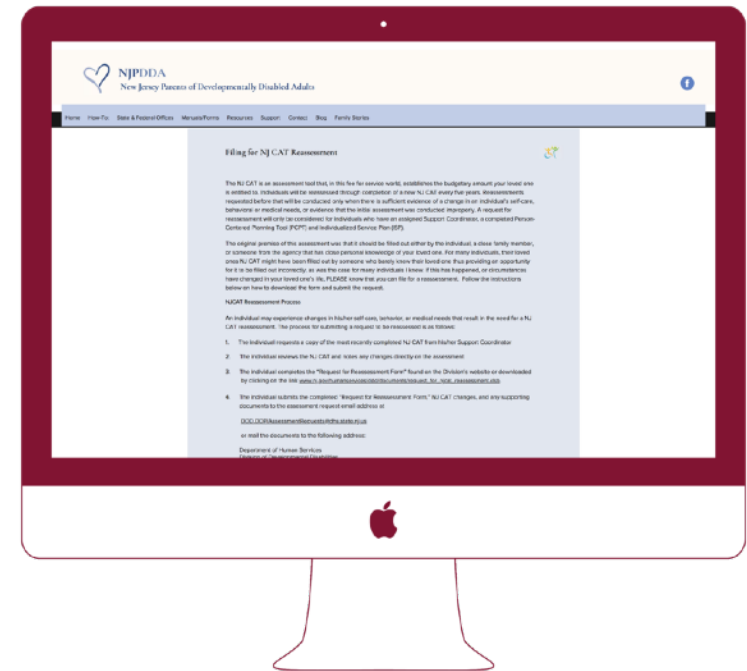
META DATA & SEO

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.



Above: the NJPDDA site before

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.

Bitten

SITE CREATION

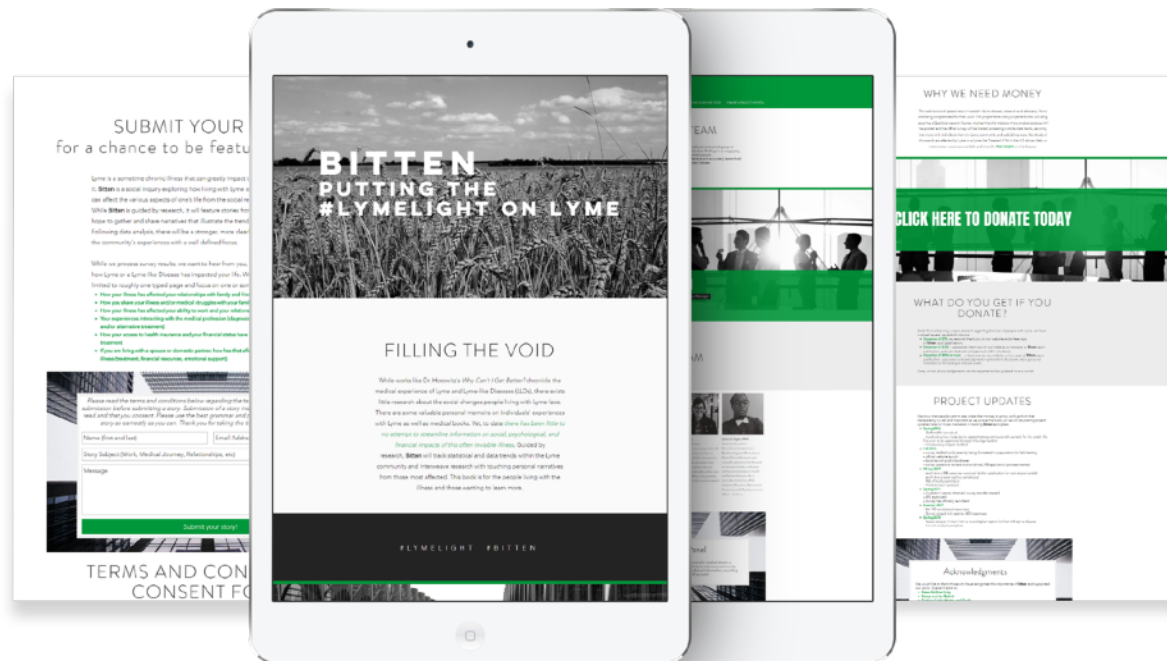
www.bittenbylyme.com

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, copy, and guided their data acquisition and research (the web owner has since rebranded)

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



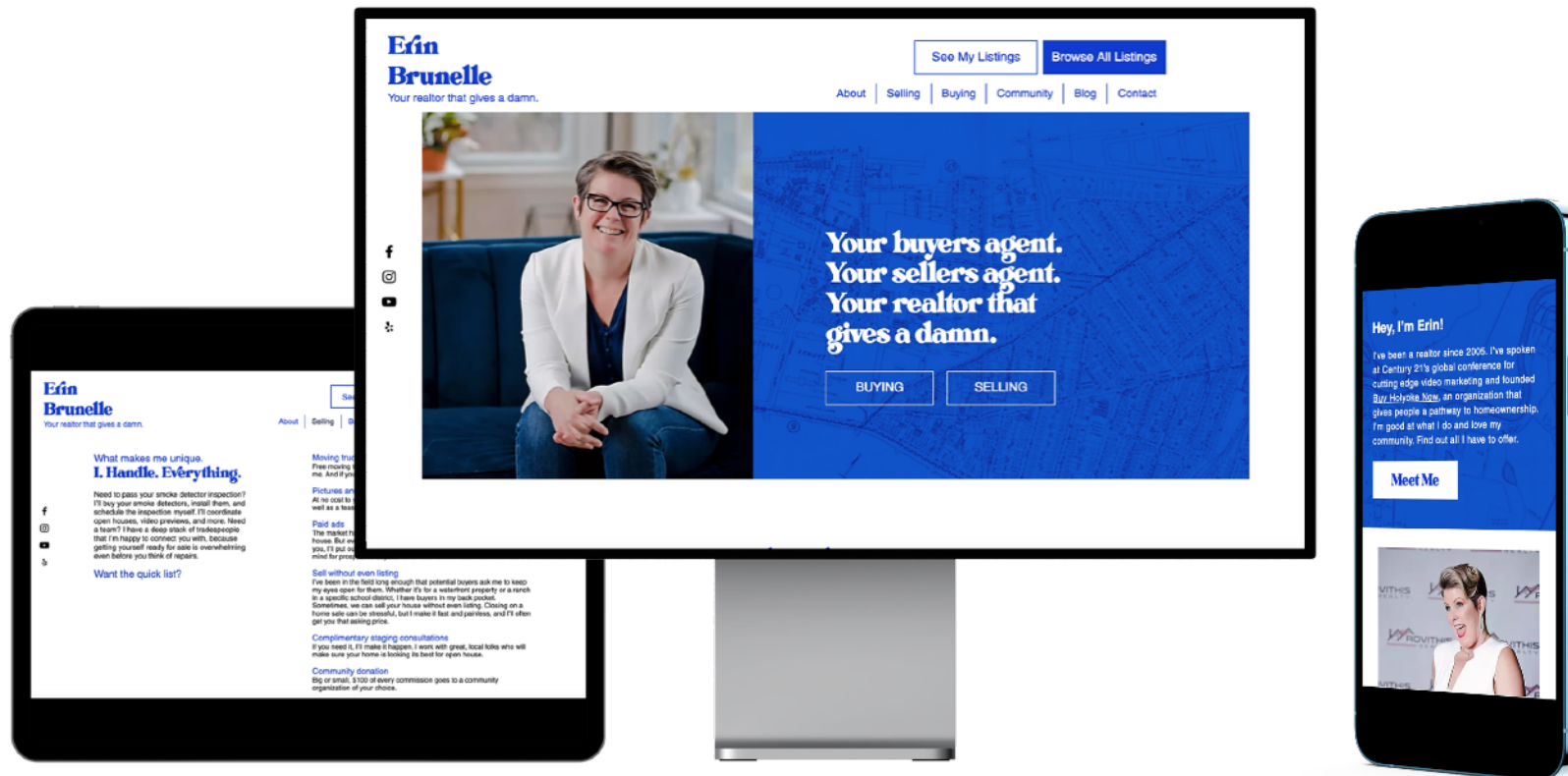
Erin Brunelle

SITE CREATION, BRAND STRATEGY

www.erinbrunelle.com

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 guide Zillow users towards their 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.

Due to the potential for housing discrimination, laws severely limit targeted ads. Despite just limitations on targeted ads, the marketing strategy was wildly successful.

1 MINUTE 23 SECONDS

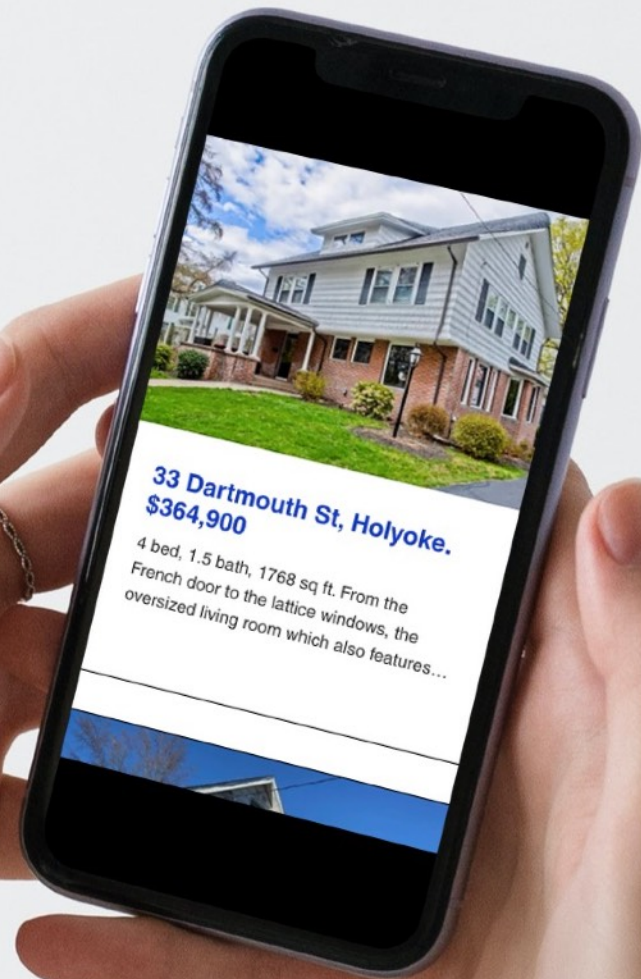
spent on page. Time spent on page was 4x higher when Erin emailed the listing to her email list and shared it via social media to only her existing internal audiences.

1,730 PAGE VIEWS

300 page views were from returning visitors

\$72K ABOVE ASKING

despite never posting on MLS, there was substantial foot traffic at the open house and the sellers received a bit at \$72k above asking on an already high priced property.





Branding & Strategy

THE RENAISSANCE PET

Brand Tightening

THE RENAISSANCE PET

First to Market, Last to Sales

The Renaissance Pet was, to the owner's knowledge, was 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 site was using nearly a dozen different fonts with busy backgrounds that made text hard to read. The image uploader was hard to read and confusing and used inconsistent colors and labels.

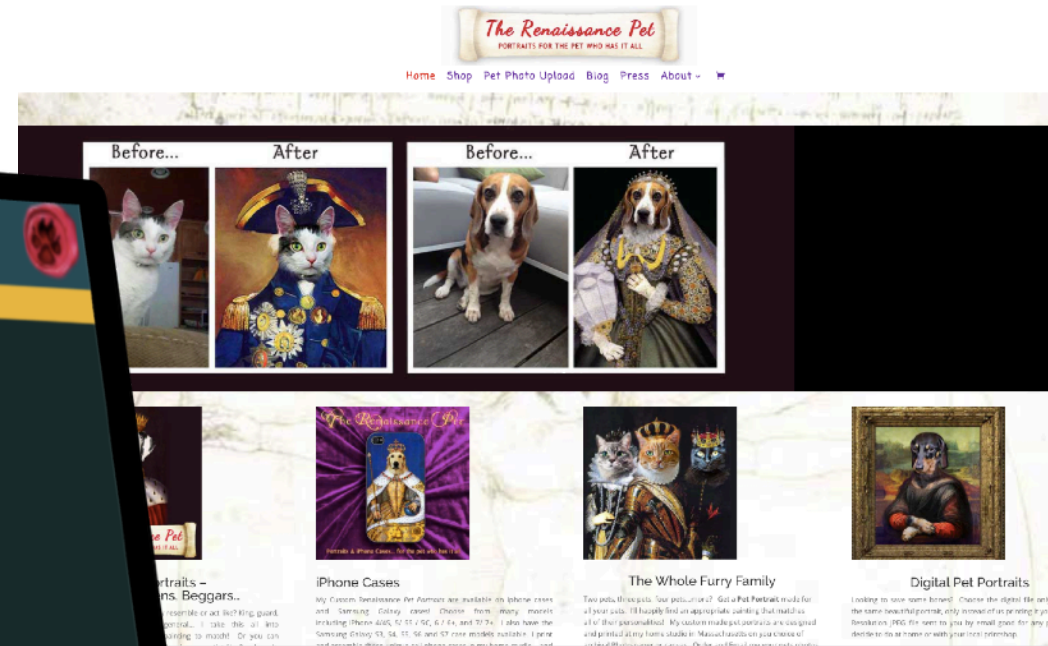
We worked on tightening the brand, instilling a unified style guide across the site, elevating it to the regal looks it promised. Using only 3 fonts and a clear hierarchy and color pallet, the visuals worked to limit, not add to, the users cognitive load.

What makes them unique?

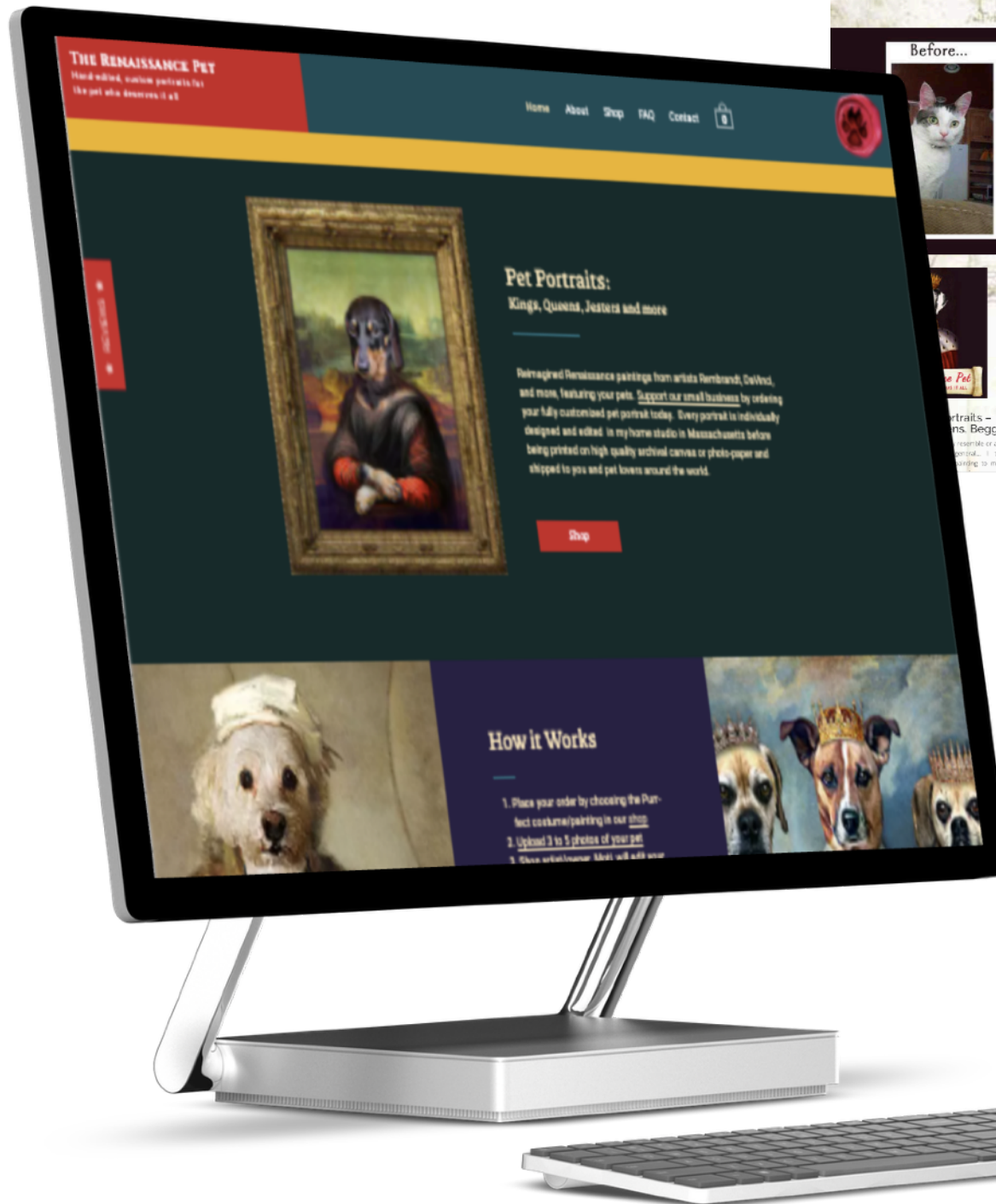
We honed in on the one on one level care that a small owner owned and operated business offers. We pulled in reviews and added more email touch points.

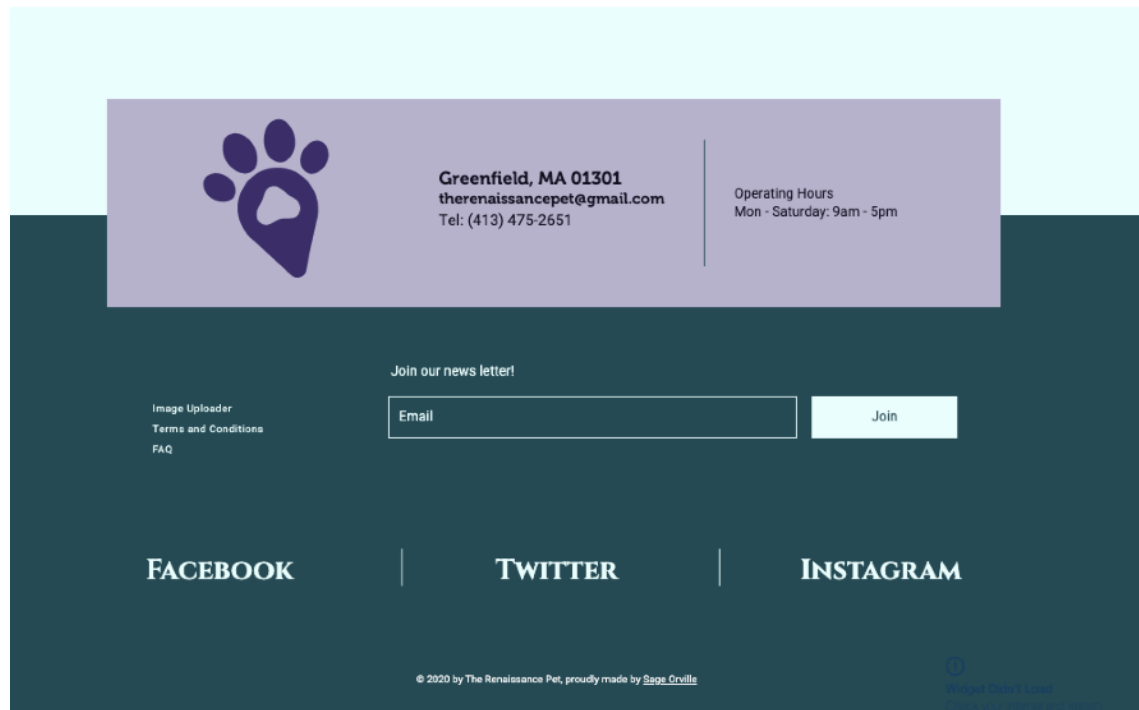
Success

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.

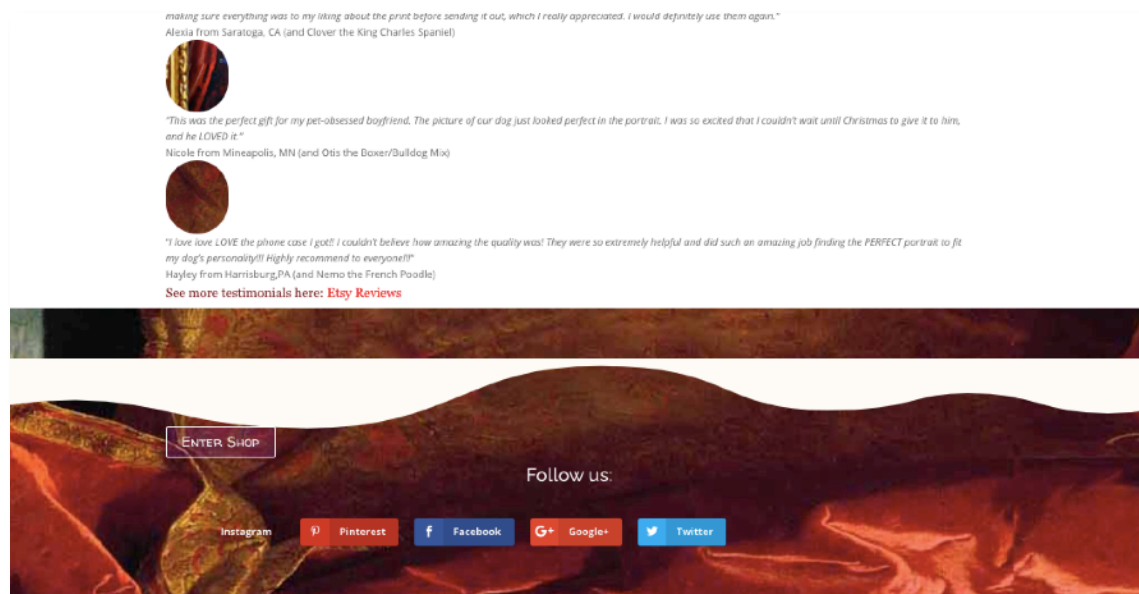


Above: before
Left: after





Footer: after



Footer: before

REFINING EVERYTHING: TOP TO BOTTOM, HEAD TO... FOOTER?

Before, the footer had links to their social media channels, but lacked the other grounding features that instill trust in a consumer. The footer, like much of the site had fonts that were different than those used elsewhere on the site and busy image backgrounds that made text hard to read.

After, we rebuilt consumer trust, showing accessible contact information, a location, and several grounding internal functional pages, including a FAQ and Terms and Conditions. The list of social media was shortened to only the ones that were actively maintained and emphasized in large brand fonts. The background was made solid and dark to make it easier to read and ADA compliant.

Throughout the entire site, every aspect was broken down into their components. At every juncture we asked if it was clear, reenforced the brand, or served a function, and refined until it was higher functioning.

Branding & Strategy

ENFUSE FITNESS



Rebrand

ENFUSE FITNESS

EnFuse Fitness is a high end, private gym (as in the entire gym is yours when you're present for your appointment) geared at long term, preventative care - not getting ripped quick. Their former slogan was "Energize. Nourished. Fit." That paired misleading visuals, it was unclear if they were a gym or a food service. With an incredibly confusing menu architecture, no clear brand presence, and bold color pallets that screamed aggression and power (red and black), most of their new clients were from word of mouth and not organic search.

I'm presently working them through a long rebranding process including copy writing, brand discovery and development, social media campaign, project management, and vendor selection. From brand voice to visual identity, they're getting a total overhaul.

New Slogan: EnFuse Fitness: 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.

Highly customized, private, long-term fitness training. Because.

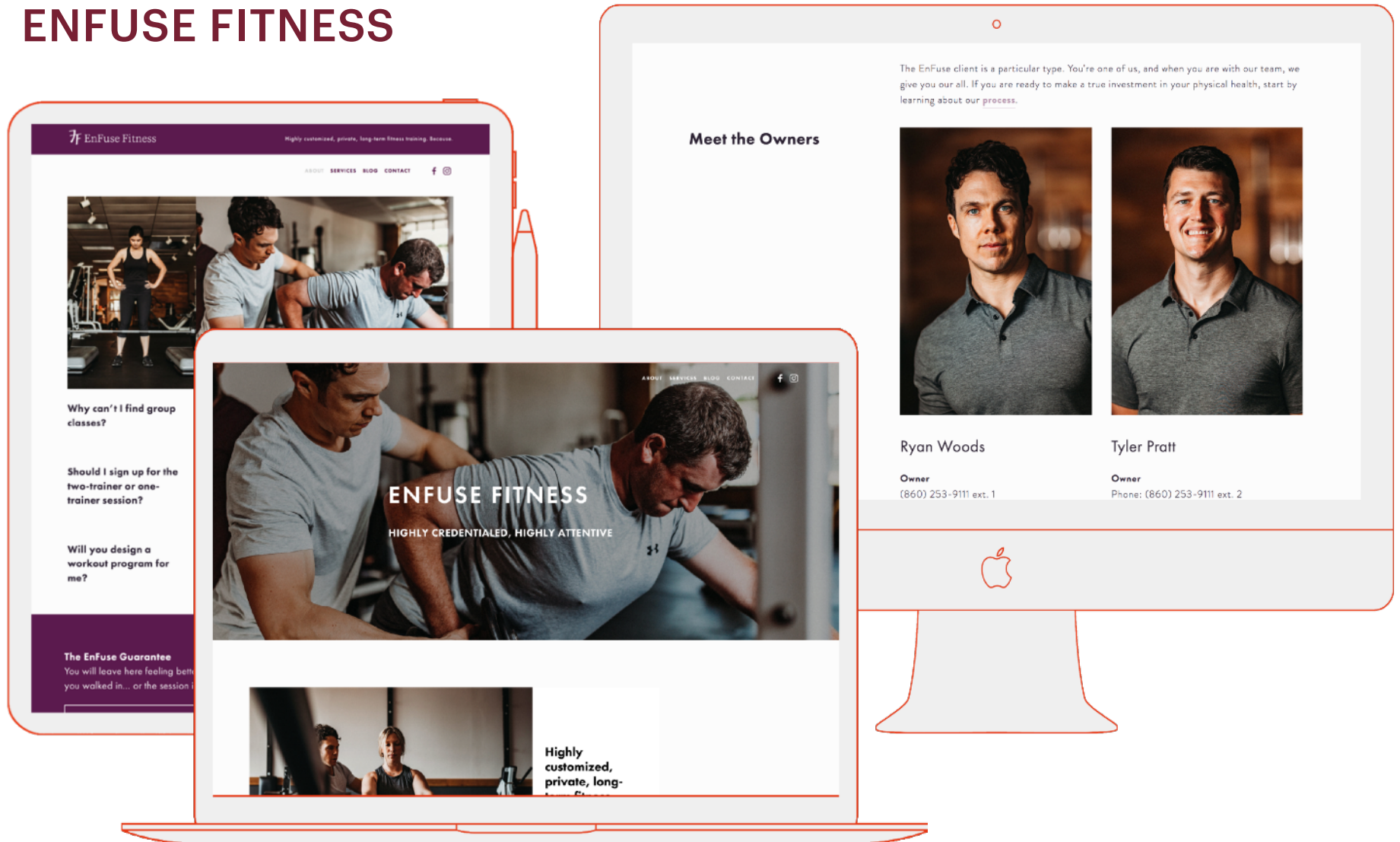
We make it our business to understand your fitness needs. Individually. Not in a group setting. Our deep bench of specialized staff members of EnFuse Fitness tailor your personal training sessions to meet your unique requirements. You deserve to leave here feeling better than when you walked in.

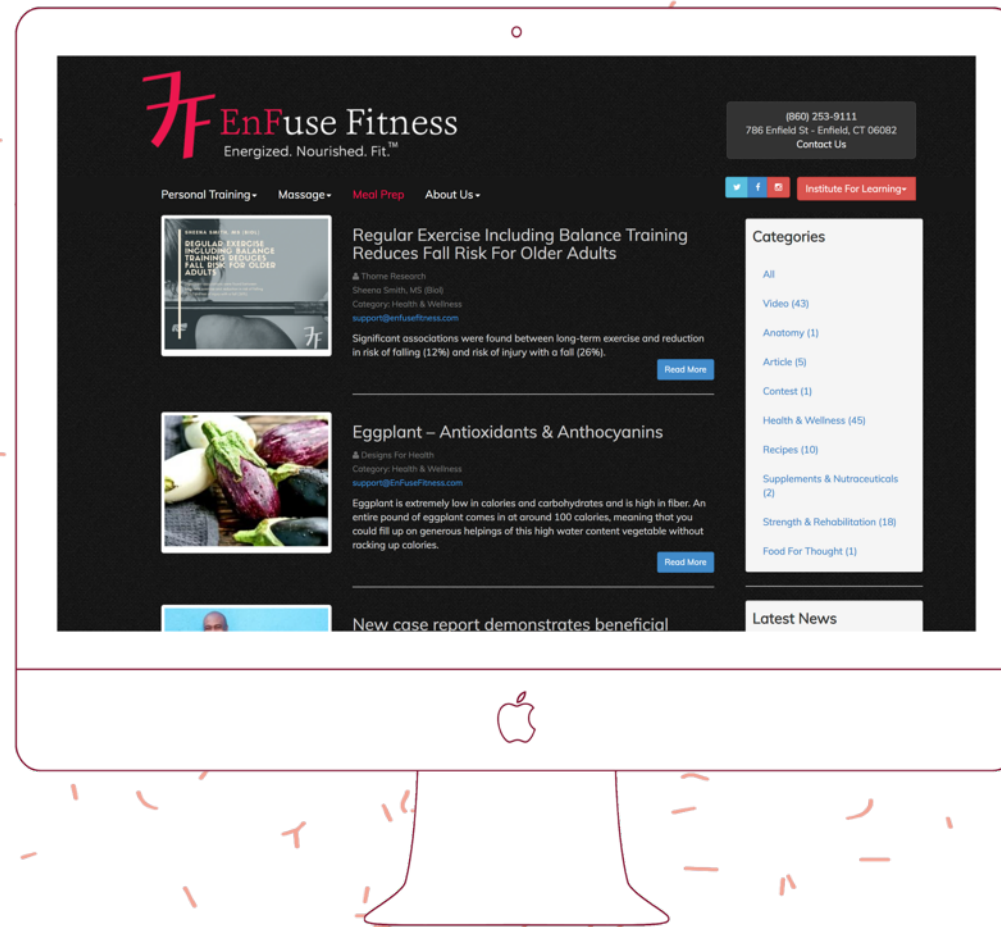
Credentials are commonplace; attention is not.

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

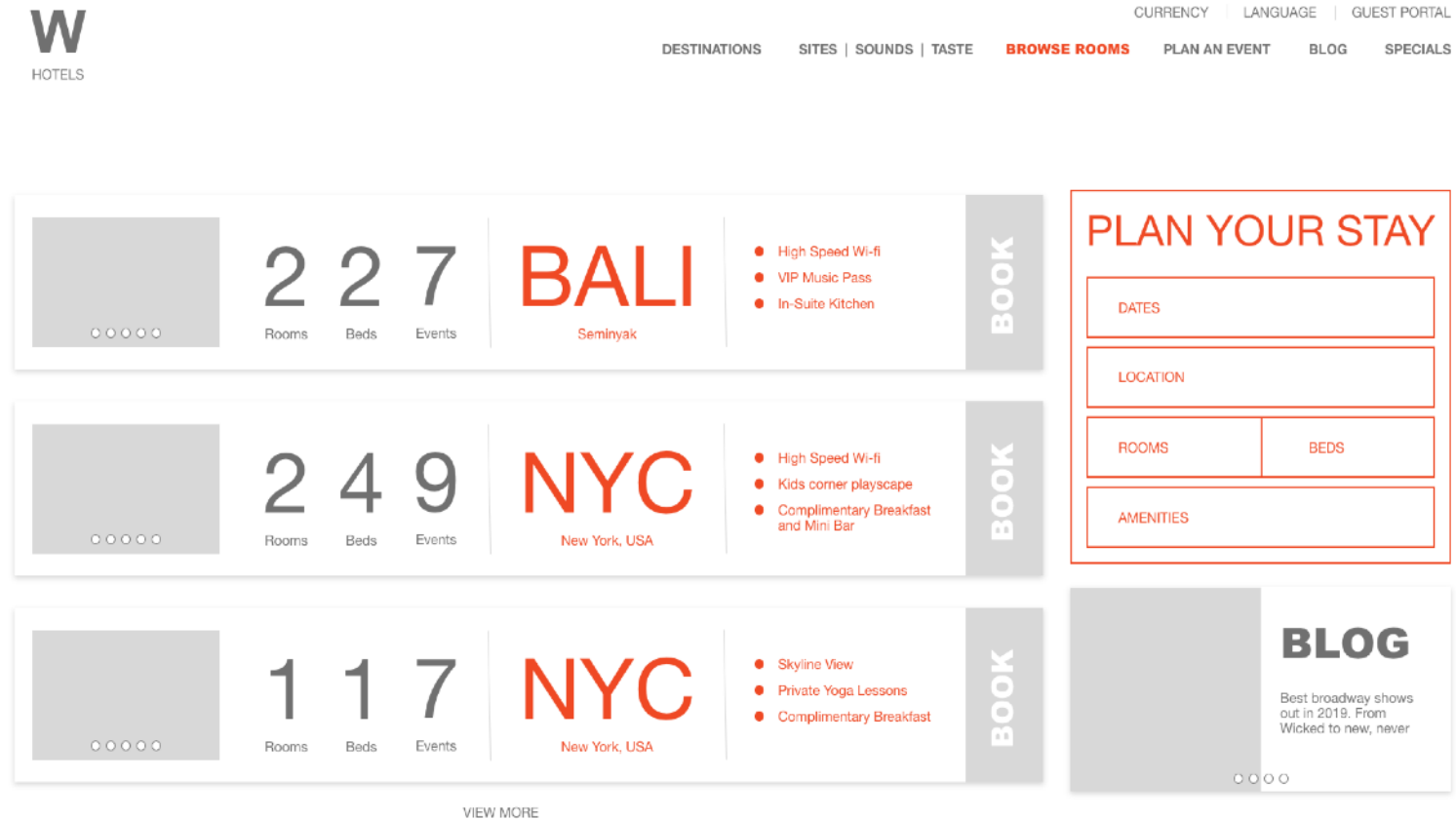
ADA COMPLIANCE

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

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

Wireframes

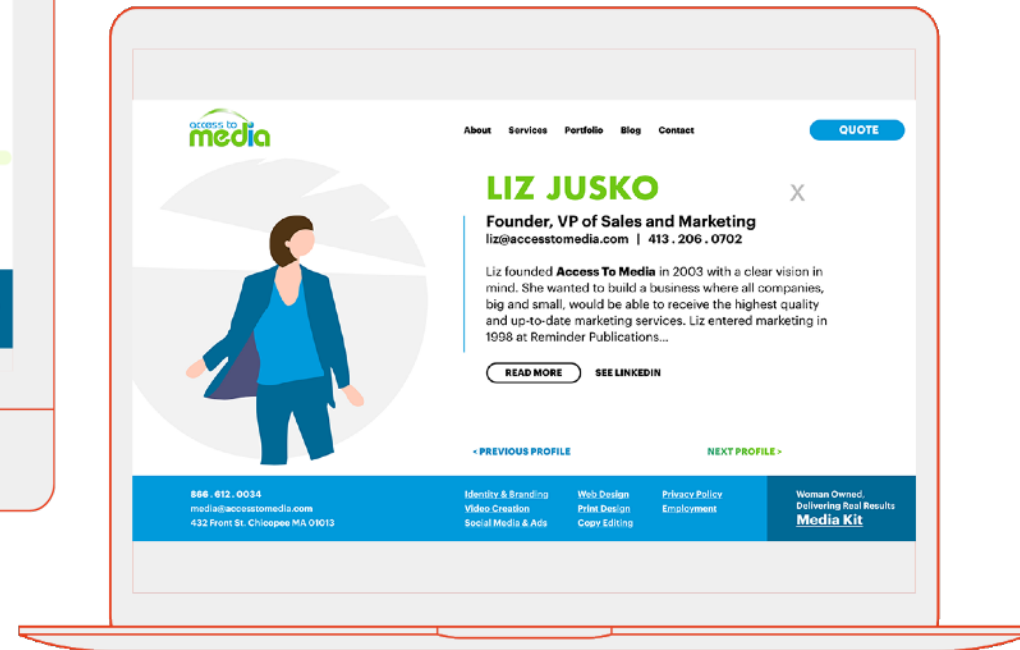
CONCEPT PIECE



Low fidelity concept piece for the increased search and browsing functionality for the locations of the high end luxury hotel, W Hotels

Wireframes

MEDIUM FIDELITY CONCEPT PIECES



Proposal for a local media buying agency
Made on Adobe XD

Key Wording

COPY by Christian Feuerstein

Mahua Moitra '98 has come to the world's attention for her rousing inaugural speech as a newly elected member of Parliament of India. A member of the opposition All India Trinamool Congress party, she addressed Parliament by listing seven danger signs of early fascism that she sees in India today, a reference to a poster displayed at the United States Holocaust Memorial Museum.

The warning signs include, she said, "powerful and continuing nationalism that is searing into our national fabric," a "resounding disdain for human rights," the "unimaginable subjugation and control of mass media" and an "obsession with national security."

While she spoke, MPs from the treasury benches tried to shout her down, but she persisted and called on the speaker to rein in what she dubbed "professional hecklers."

Moitra studied economics and mathematics at Mount Holyoke. After graduation, she worked at JP Morgan at their New York and London offices and rose to vice president. In 2008, she decided she wanted to serve her country, which led her to quit her job to move to India to pursue electoral politics.

[Read about Moitra here.](#)

KEY WORDS

Maua Moitra speech, Maua Moitra, India Parliament, Indian Parliament, India's government, Moitra Parliament, All India Trinamool Congress, early signs of facism, suppression of dissent, is India totalitarian, is India facist, what type of government does India have, what type of economy does India have, human rights in India, national security India, MPs treasury, MHC alumnae, MHC alumns, where did Moitra go to school, Mount Holyoke poly sci, Mount Holyoke political science, Mount Holyoke College international relations, MHC math, Mount Holyoke economics, government dissent India, Krishnanagar, West Bengal, xenophobia in India, superficial nationalism, suppression of dissent

Keywords were tailored for two user groups, I. Those who heard about Moitra's speech in passing and wanted to listen to it and find out more. These users may not be knowledgeable about the political landscape of India and may only have the list of the topic of the speech and are likely to search using vague and approximated phrases. II. Those who are interested in applying to MHC and want to know about specific programs and previous graduate prospects.

ADA Compliance & Other Musts

With accessibility lawsuits sweeping higher ed, I come with a thorough knowledge of Alt Text, color contrast standards, 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.

Further, from image releases to usage and copyright, I know what processes are necessary for ensuring media use in perpetuity and what to ask potential vendors in the selection process.

Lastly, as a freelancer for clients with a range of budgets, I know how to coordinate, create, and repurpose content to minimize duplicated efforts and costs. These are skills that must be applied at the onset of a project and with me at the helm, they would be.

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 a 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.

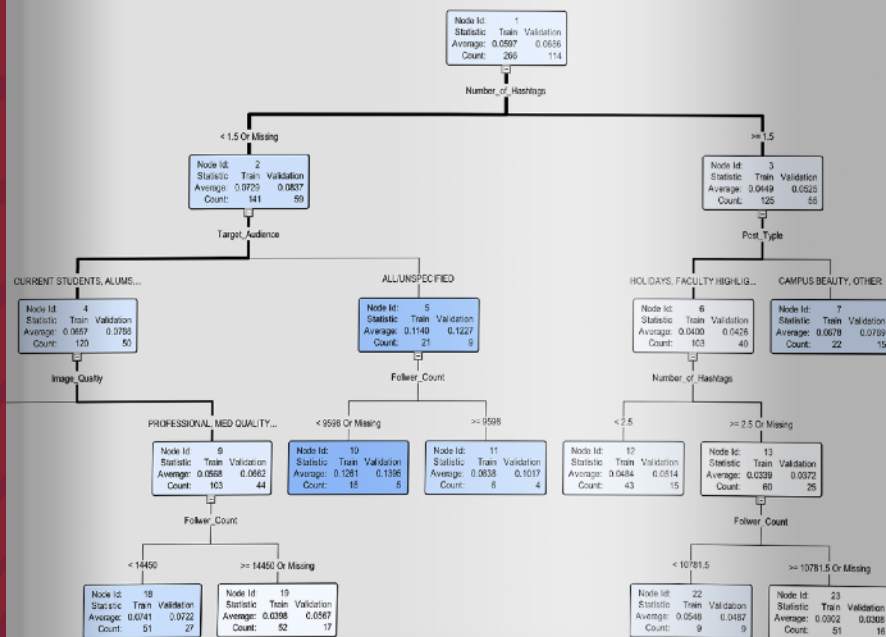
RESULTS

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	Below Text
Node Id: 1 ...	1	Non-Missing Values
Node Id: 2 ...	1	1 < 1.5 Or Missing
Node Id: 3 ...	1	1 >= 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: 14 ...	8	< 18863 Or Missing
Node Id: 15 ...	8	>= 18863
Node Id: 16 ...	9	< 14450
Node Id: 17 ...	9	>= 14450 Or Missing
Node Id: 18 ...	13	< 10781.5
Node Id: 19 ...	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

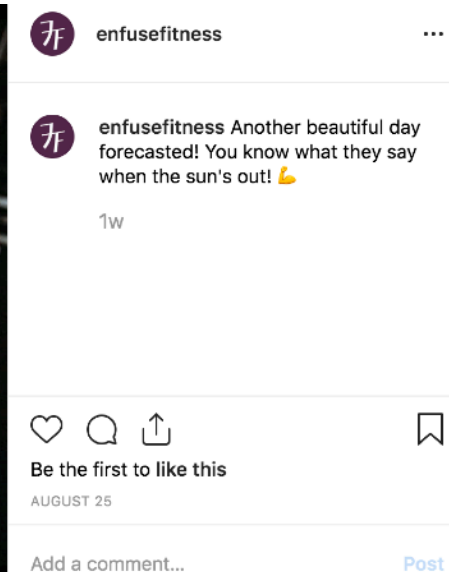


Social Media

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.

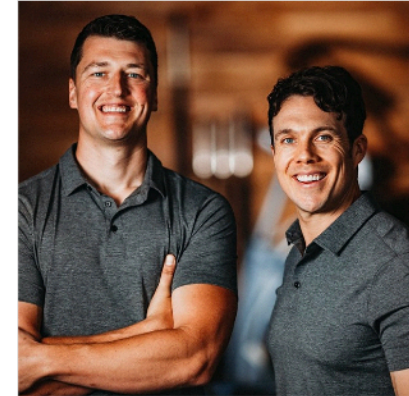


EnFuse Fitness

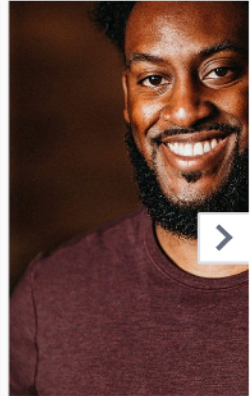
Published by Sage Orville Shea [?] · Yesterday at 3:06 PM ·

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



enfusefitness



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



I like the sound of that! 🥰 ❤️

1w 1 like Reply



4 likes

7 DAYS AGO

Add a comment...

Post

Smith College: Exercise

SUMMARY

This was done as part of a professional development exercise for an adjacent institution with a comparable student body. Subsequent pages will cover social media writing samples and pitches.

Prompt: An alumna from the class of 1972 has pledged \$5 million to Smith for student scholarships if 3,000 individual gifts are made in the next 30 days. Please draft a brief social media plan for promoting this challenge across Smith's main social media channels (Facebook, Twitter, and Instagram), along with a proposed post for Facebook and Twitter.

KEY CAMPAIGN SLOGANS

- Empower future generations: borrowing language from the prominently featured existing rhetoric on Smith's site (Empower the whole you), it'll focus on the idea of passing the torch on and the gift of giving this opportunity, history, campus culture, and bettering the world by making education accessible to young, future leaders
- It takes a village: this will focus on the idea that community building is best when everyone is involved. The process of fundraising helps gather communities and create memories in the same that Relay for Life often gathers people.

Smith: Strategy Overview

OVERVIEW

The announcement post would be a longer text post that introduces the challenge fronted by the alumna and the College that links to a web page that reiterates some of the information and accepts donation. Because of the size of the gift, all social media accounts including smaller Smith College department accounts should feature this link in their bios.

Across social, all channels should feature a variety of short and longer form posts spread between regularly scheduled posts.

Many of these posts will focus on emotionally resonating with students, parents, alumnae, and affiliate organizations in ways that align with the College's major branding pillars. Some posts can also feature the donating alumna to manage graduate relations and inspire future donors.

DATA DRIVEN

- Engagement will be monitored to ensure that users don't unfollow Smith's accounts
- The engagement ratio is comparable to traditional posts
- Look at referral sources on Google Analytics from the main page, time spent on page, bounce rate, and based on user demographics
- A/B test email campaigns to refine CTAs, content, and email subject lines

- Use native Facebook and Instagram insights to find best posting times
- Use decision trees and predictor analytics to discern best audiences for the highest ROI on sponsored posts

SUPPORTING / SECONDARY STRATEGY

AFFILIATE PARTNERS

Smith should also reach out to other strategic and affiliate partners such as **I.** local business such as the Northampton Chamber of Commerce, **II.** affiliated academic organizations such as the 5 colleges, established conferences, and organizations (e.g. Psi Chi), **III.** and outside groups that use the campus such as sports camps. Smith can focus on their positive impact on these groups and provide them sample copy, style guidelines, and digital assets to promote the fund raiser.

PRESS RELEASES

When faculty are experts featured on outside press, they should mention the fundraiser and ask for a link feature at the end of the article. Faculty and staff should also be provided with talking points about the importance of furthering women's education through community support.

Smith: Sample Posts

ANNOUNCEMENT POST

To be posted the same on Facebook and Instagram paired with A/B tested, bold visuals.

A Smith alumnae has offered a \$5 million donation towards student scholarships because they know that educating bold women visionaries speaks to a dire societal need. Raising the future of women leaders takes a village. That's why they're challenging us to come together to raise 3,000 unique donations in the next 30 days to secure this donation. If we don't hit 3,000 donations, we won't get the money. Fund future generations, lessen barriers of access, disrupt convention, and show the world exactly what our community is capable of.

[link] [#empowerourfuture](#) [#ittakesavillage](#)
[#classof72](#)

SUPPORTING POSTS: SAMPLES

To be posted throughout the 30 days with infographics and bold images

Top decision makers span all generations and we need to empower best and brightest to craft a more equitable world. Donate to secure the success of bold women leaders. Donate to secure our collective future. [#empowerourfuture](#)
[#ittakesavillage](#) [#wearesmithcollege](#)

Activism starts with knowledge. Donate today.
[#empowerourfuture](#)

What is the future you want to secure? Tweet us
[@smithcollege](#)

The clock is ticking. Remember, if we don't raise 3,000 unique donations, we'll lose out on the \$5 million donation. Is the future worth risking?
[#empowerourfuture](#) [#ittakesavillage](#)

Over 67% of students receive financial aid from Smith College. Help us expand by making a donation of any size today. [#passiton](#)
[#wearesmithcollege](#)

We all know that the Class of '72 has made an offer that few of us can rival! \$5 million towards scholarships if we hit our goal! But which classes will rise to this challenge? Share a screenshot of your donation with your class year and we'll feature it in our stories! [#smithproud](#) [#ittakesavillage](#)

Writing Samples

Shea, S. O., & Woods, R. T. (2019, August 12). EnFuse Fitness. **Six-packs don't mean you're fit: the blindspots made by vanity muscles.** Retrieved from <https://www.enfusefitness.com/blog/six-packs-dont-mean-youre-fit-the-blindspots-made-by-vanity-muscles>

Shea, S. O. (2019, August 1). oomvelt. **Instagram hates sex workers. Are changes coming?** Retrieved from <https://www.oomveltedu.com/post/instagram-hates-sex-workers-are-changes-coming>

Shea, S. O. (2019, June 15). oomvelt. **Can graphic design save academic research?** Retrieved from <https://www.oomveltedu.com/post/can-graphic-design-save-academic-research>

Shea, S. O. (2019, May 2). oomvelt. **When your site fails to be accessible: laws and lawsuits.** Retrieved from <https://www.oomveltedu.com/post/when-your-site-fails-to-be-accessible-laws-and-lawsuits>

Shea, S. O., & Marsh, B. O. (2019, March 17). Brain Marsh Photography. **How to book your wedding photographer.** Retrieved from <https://www.brianmarshphotography.com/blog/2019/3/wedding-faq>

Shea, S. O. (2018, October 26). Catalyst Wedding Co. **6 Ways to Have a More Trans-Inclusive Wedding.** Retrieved from <https://www.catalystwedco.com/blog/2018/10/24/6-ways-to-have-a-more-trans-inclusive-wedding>



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



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.”





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

PRESS
FEATURES



B O S T O N
SPIRIT

VALLEY
ADVOCATE



Qwear

DapperQ
UNGENDERING FASHION

catalyst
WEDDING CO.

Take

BostonVoyager

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/



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

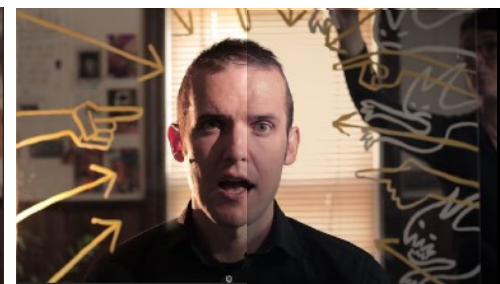
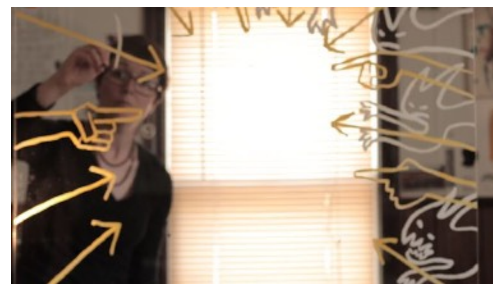
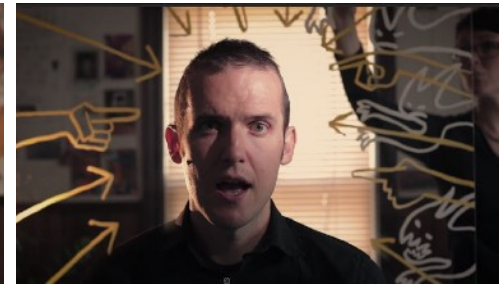
I was tasked with creating a simple yet enticing music video that incorporated the visual part of Pocket Vinyl's performance - live painting. We settled on speed ramping and playing with parts of the video playing at different times within a single frame.

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 long-sleeved shirt, is standing in a professional video 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 large professional lights on stands. One light is positioned directly above her, and another is 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



 **SMITH
COLLEGE**

**WRONG
ANSWER!**



Agape
Institute
Leaders

EnFuse Fitness



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

 **ROGUE**
O 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)



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

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

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

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

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.



Dave Christenson

Principal

dave@gravityswitch.com

cell: 508 . 981 . 8719

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



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
adrienne@hgf.org

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
508 . 310 . 3921

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
508 . 310 . 3921



video work

Additional References

RYAN WOODS

Owner, Trainer | EnFuse Fitness
860 . 798 . 6161 | ryan.woods@enfusefitness.com

ANNA GOUDREAU

Academic Assistant to the Music Department | Smith College
774 . 283 . 2184 | agoudreau@smith.edu

SHANA PERRY

Business Co-Owner, Photographer, Videographer | Love & Perry
941 . 815 . 1220 | loveandperry@gmail.com

BRITTANY HATHAWAY

Digital Asset Coordinator | UMass Amherst
W: 413 . 545 . 5197 | C: 617 . 797 . 9076 [preferred]

BRIAN MARSH

Business Owner, Photographer | Brian Marsh Photography
413 . 296 . 1534