

BRAND
STRATEGY
DESIGN
MARKETING
UX
COMMUNICATIONS

SARAH
ROSE
SOLIN

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IDEAS
PEOPLE
IMPACT

Strategic thinking for a more connected world.

Multidisciplinary brand strategist with a background in design, marketing, UX, and communications who helps organizations find a clearer voice, reach the right people, and turn ideas into real-world impact.

PEOPLE
IDEAS
CHANGE
BEHAVIOR

RESEARCH
STRATEGY
CREATIVE
EXECUTION
MEASUREMENT

02 EXPERIENCE

Attendance Works

Communications Specialist | 2024 – Present
Develop and execute communications strategies, manage social media, and support partner engagement to advance attendance awareness.

El Dorado County Office of Education

Communications Specialist | 2023 – 2024
Built communication strategies, wrote for diverse audiences, and strengthened community partnerships.

Tactical Marketing Automation

Digital Program Manager | 2021 – 2023
Created digital assets and email campaigns for 15–20 clients. Redesigned brand standards and optimized website for SEO.

DataFinity Group (Adobe account)

Email Marketing Manager | 2018 – 2020
Managed global email campaigns, segmentation, and vendor teams. Led a 5-region, 32-language program that generated \$120M in revenue.

YMCA of San Francisco

Membership Communications Leader | 2016 – 2018
Created campaigns, managed social media, and supported fundraising and member communications.



01 SELECTED WORK

Adobe / Global Email Campaign

DataFinity Group
Led a worldwide price change communication across 5 regions and 32 languages. Generated **\$120 million in revenue** from Creative Cloud subscribers.

Nuvé / Brand Development (Academy Project)

Wellness wearable brand from insight to identity, e-commerce site, and integrated campaign.

FMoPA / Rebrand + Campaign (Academy Project)

New visual identity, brand guidelines, poster series, and website for a regional arts institution.

LaCroix / Integrated Campaign (Academy Project)

From brief to TV spot, OOH and social. Storyboarded and directed.

03 CORE SKILLS

Brand Strategy & Positioning
Consumer Insight & Research
Campaign Development
Social & Email Strategy
Content & Copywriting
UX Thinking
Visual Design & Art Direction
Analytics & Measurement

04 EDUCATION

Academy of Art University

M.A. Advertising and Branded Media
Expected 2027 | GPA 3.9

Maine College of Art

B.F.A. Sculpture
GPA 3.4

05 CERTIFICATIONS

Iterable – Foundations of Email Marketing
Adobe – Workflow Program Management
California Dept. of Education – Child Abuse Prevention

BRANDS
BELONG
TO
PEOPLE