

## Sarah Hennessy

SarahHennessy.com  
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(585) 808-7754

### EDUCATION

#### **Parsons The New School for Design,**

New York, NY

BFA in Communication Design

Minor in Culture and Media

Course work in Interactive Design, Web and Mobile Design, Typography and Advertising. Tutor Specialist in HTML, CSS and JQuery. National Society of Leadership and Success Member.

#### **Wellsville High School,** Wellsville,

New York Graduated June 2014

### SKILLS

Adobe Creative Suite, HTML, CSS, Wordpress, GitHub, InVision, Sketch App, AVID, Content Management Systems, Microsoft Suit, Sound & Lighting Equipment, Canon DSLR.

### EXPERIENCE

#### **The Paley Center for Media**

New York, New York

Creative Services Intern

Sept – Dec 2018

- Determined and prioritized compelling video content and music tracks to be used for promotion.
- Communicated with Web & Social Media Producer to develop, edit and execute promotional material.
- Assisted in red carpet coverage and copywriting social media for events with confidential projects.
- Increased GIPHY monthly view count from 50 million to 250 million by creating content

#### **Nevaeh Intimates**

New York, New York

Marketing Intern

Sep 2017 – current

- Curated and edited commercial photography for promotion of online sales.
- Copywriting and proofreading of web content for social media and sales website.
- Edited webpage HTML, CSS to fit brand identity and to create a better shopping experience for consumer.

#### **Sesame Workshop**

New York, New York

International Media Intern

Jun – Aug 2018

- Updated content management system by logging video and entering metadata on assets.
- Assisted in curation of content for distribution, including quality checking and converting content.
- Research international broadcasting schedules and SVOD services to present informed data.
- Lead internship group in producing, filming and editing video interviews with C level executive.

#### **The New Vogue**

Wellsville, New York

Social Media Coordinator

Oct 2014 – Aug 2017

- Photographed merchandise with DSLR camera, edited photographs and delivered for distribution.
- Scouted locations, coordinated schedules and preformed production runs for photoshoots.
- Created window displays, organized clothing inventory and worked directly with consumers.