


SARA HEBERT

MISSION

Marketing is the art of storytelling. By living vicariously through others' experiences, we can become more compassionate human beings, build better communities, and transform our world.

My tools in achieving that goal are marketing, PR, social media, film and podcast production, web design/development and a big ole heart.

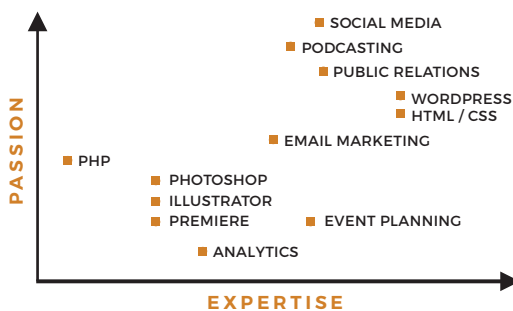
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 **Email**
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tastyshebert.com

 **Social**
   

SKILL CHART



EDUCATION

MASTER OF ARTS
UNIVERSITY OF DENVER
JUN 2008 – DIGITAL MEDIA STUDIES
Thesis: "Digital Memorialization: Collective Memory, Tragedy, and Participatory Spaces"

BACHELOR OF ARTS
CENTENARY COLLEGE OF LA
MAY 2006 – STUDIO ART/COMM
MAGNA CUM LAUDE

EXPERIENCE

MARKETING DIRECTOR @ MOONBOT STUDIOS

JUL 2012 - CURRENT

- Oversaw studio branding, all consumer and B2B messaging.
- Developed strategy, executed marketing/PR/social media plans for Moonbot products: apps, short films, video games, episodic pilots, books and branded entertainment.
- Fostered relationships with stakeholders across industry distribution platforms (book publishers/retailers, app stores, video distribution channels) for the successful launch of Moonbot products.
- Refined products with creative/production team through playtesting, market analysis, user experience.
- Produced and curated content marketing including "making of" documentary video, infographics, eBooks and interviews.
- Established and implemented awards and festival strategy for projects.
- Oversaw Moonbot merchandising, online store and retailer relationships.
- Proven track record of success with limited budget and resources.



1.3MM+
Apps Sold



32 MM+
Film Views



+200%
Social Reach

PRODUCER/HOST @ ALL Y'ALL MEDIA

MAR 2014 - CURRENT

Founded a company to create live storytelling events, which are recorded and released as episodes of the All Y'all podcast. Producer and co-host of Stuffed & Busted, an irreverent podcast about food in the South. Responsible for hosting and planning live events, audio recording, engineering, editing, graphic design, ad sales and distribution. Listen: allyallblog.com.

SR INTERACTIVE STRATEGIST @ WILLIAMS CREATIVE GROUP

SEP 2009 - JUL 2012

Conceptualized, developed and implemented award-winning social media, website, public relations and advertising strategies for clients including the Louisiana Office of Tourism, Louisiana Seafood Board, TABASCO and more.

GRAPHIC/WEB DESIGNER @ PRAESES

JUL 2008 - AUG 2009

Coordinated and developed web and digital media projects for clients. Business development. Created print collateral for sales and marketing.

FREELANCE

OCT 2003 - CURRENT

Freelance design/development/consulting and writing for nonprofit and commercial clients.

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Social



TEACHING & MENTORSHIP

CENTENARY COLLEGE OF LA

JAN 2009 - MAY 2012

Lecturer: ART/COMM 351 Web Design, ART/COMM 316 Content Strategy for the Web.

DIGITAL MEDIA OUTREACH CENTER

SEP 2006 - MAY 2008

Coordinator: mentored students, sought out community partners, provided web design/development and digital media support for public good organizations.

ROCKY MOUNTAIN COLLEGE OF ART & DESIGN

FEB 2006 - APR 2008

Continuing Education Instructor: CE 162: Web Design: Usability & Accessibility.

RENZI CENTER FOR EDUCATION & ART

JAN 2005 - JAN 2016

Former board president, volunteer, film camp instructor, program assistant and teacher's aid for the center serving underprivileged, at-risk youth in Shreveport's Highland neighborhood.

REFERENCES

TRAVIS STILES

LEAD UX MANAGER, GUTCHECK

tstiles@gmail.com

"Sara has an amazing gift for invested, intentional, and incredible work in everything she does. While communicating, leading, designing, and building solid development tools for all types of organizations and community initiatives, Sara combines her skills with a great attitude to enjoy the work while exceeding everyone's expectations."

JUDY WILLIAMS

PRESIDENT, WILLIAMS CREATIVE GROUP

judy@williamscreativegroup.com

"One of the most versatile, talented, dedicated and passionate individuals with whom I've ever worked. She has the rare combination of creative talent, professionalism and perseverance required to succeed in almost any job."

BRANDON OLDENBURG

COO, MOONBOT STUDIOS

brandon@moonbotstudios.com

"Sara is off-the-hook crazy talented: smart, kind, gifted, thoughtful. She is in a whole other stratosphere!!!"