

# NANCY SAWYER

## about me

- I am passionate about continuous learning and growth.
- I am flexible, versatile, and open-minded.
- I am driven to change the world with compassion and reason.

## communications experience

### **Colora Design • South Bend, IN • 2000–Present**

#### *Owner and Brand Developer*

- Spearhead full-scale business operations, including sales strategy and client relationship management.
- Pioneer the integration of artificial intelligence tools into client workflows, elevating operational efficiency for small to mid-sized businesses and non-profits.
- Design and deliver compelling print and digital marketing assets that enhance brand visibility, contributing to an increase in customer engagement.
- Implement comprehensive content analytics to monitor performance, utilizing data-driven insights to refine marketing strategies and boost ROI.
- Execute iterative testing protocols for digital solutions, optimizing user experience and increasing client satisfaction.
- Lead research initiatives to inform and enrich high-stakes client presentations.
- Maintain an expert-level understanding of industry trends and best practices, ensuring the delivery of cutting-edge, competitive solutions for all clients.

### **People of Reason and Progress (PORP) • 2016–2019**

#### *Director of Visual Content and Executive Board Member*

- Developed, monitored, and published all digital and print content;
- Defined organizational branding strategy;
- Created and maintained organization website;
- Edited and promulgated evidence-based research articles by contributing authors;
- Managed teams of graphic designers and content writers.



## contact

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574 • 344 • 8128

South Bend, IN

## portfolio

SawyersWeb.com

## skills

- Content Management
- Brand Development
- Graphic Design
- Web Design
- Editing
- Proofreading
- Writing
- Search Engine Optimization
- Social Media Marketing
- Video Editing
- Organizational Leadership
- Team Collaboration
- Project Management
- Self-Learning

**Kellogg Institute for International Studies • University of Notre Dame • 2014–2016**

*Communications Specialist*

- Collaborated with international scholars and communications team to create graphic and written content for both print and digital media consistent with developed branding and content messaging standards;
- Performed copywriting, proofreading, and website development.

**Campus Ministry • University of Notre Dame • 2011–2013**

*Web and Graphic Designer*

- Performed continuous maintenance and evaluation of dynamic website using the Conductor content management system;
- Created engaging messages on social media for the mission of the department;
- Designed and coordinated the production of print media materials;
- Strategized with team members on communication plan for the department, both internally and externally to the Notre Dame community.

## education

**MIT Sloan School of Management and the MIT Computer Science and Artificial Intelligence Laboratory (CSAIL) • 2023**

Certificate Artificial Intelligence: Implications for Business Strategy

**Purdue University • Expected Graduation December 2023**

Master of Science in Communication with a concentration on leadership

**Saint Mary's College • Notre Dame, IN**

Bachelor of Arts, *magna cum laude*  
Major: Elementary Education, Minor: Mathematics

**University of Notre Dame • Notre Dame, IN**

Liberal arts coursework

## tech skills

- AI Prompt Engineering
- Conductor CMS
- Wordpress
- HTML
- CSS
- Google Suite
- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- Audition
- Microsoft Office
- MailChimp
- GQueues