

Sarah Ann Bourassa

sabourassa@gmail.com

PROFESSIONAL EXPERIENCE

Hogan Lovells US LLP, Marketing Coordinator (*June 2012 – Present*), Marketing Assistant (*August 2010 – June 2012*)

- Support marketing and business development projects and initiatives for the western U.S. regional offices
- Write innovative copy for marketing materials, including information sheets, brochures, ads, website descriptions, press releases, attorney bios and the internal monthly newsletter
- Create, edit and produce pitch books utilizing Adobe InDesign software under tight deadlines for attorneys to distribute to current and potential clients
- Coordinate and organize seminars and events, including creating invitations, handouts, presentations and booklets
- Meet with attorneys one-on-one to develop strategies for their business development and community involvement
- Conduct in-depth research on clients, potential clients and industry trends

Gaiam Inc., Web Content Assistant Editor/Site Producer (*June 2009 – August 2010*)

- Wrote, edited and proofread editorial content on health, fitness and environmentally-friendly topics for the Gaiam Life website
- Strategized content featured in the Gaiam Life e-newsletter to maximize readership, conversion rate and sales
- Guided Gaiam Life e-newsletter process through copy, design, merchandising and deployment
- Created four solutions guides (go-to pages for FAQs, how-to videos, products and content on green living, health and wellness, and fitness)
- Selected, cropped and optimized images in Adobe PhotoShop and uploaded/embedded images to content
- Trained in search engine optimization keywords and basic HTML
- Promoted Gaiam Life content on Facebook and Twitter

Kutak Rock LLP, Public Relations and Communications Intern (*January – May 2009*)

- Wrote and edited internal newsletter on a biweekly basis
- Created marketing materials for employee events, including posters and flyers
- Researched national and regional reporters to create a public relations database

JVA Consulting, Communications Assistant (*Summer 2008*)

- Wrote weekly blogs for the firm's website about social changes and trends and issues facing nonprofit organizations

EDUCATION

- News-Editorial, emphasis in Public Relations and Spanish; School of Journalism and Mass Communication; University of Colorado at Boulder; May 2009
- Named Outstanding Graduate and winner of the William W. White Award for highest GPA in the School of Journalism and Mass Communication's spring 2009 class
- GPA: 3.9; Dean's List 2005 – 2009
- Reporter, The Campus Press (*Spring 2006*)
- Studied abroad in Seville, Spain (*Summer 2007*)

OTHER ASSOCIATIONS AND SKILLS

- Content Editor, Marketing Committee, Elder Justice Colorado (*May 2012 – Present*)
- Treasurer, Board of Directors, Legal Marketing Association (*January – December 2012*)

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- Fluent in conversational Spanish