

CONTACT

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SUMMARY

I am an enthusiastic, self-motivated, vibrant, and versatile individual dedicated to acting as a leader in all that I do. I strive to be a force for positive change in all my actions and interactions by fostering a culture of community and collaboration.

VALUES

Creativity, Connectivity, Flexibility, Curiosity, Humor, Dreaming Big

SKILLS & EXPERIENCE

Project Management

Creative and Expository Writing

Editing and Proofreading

Marketing and Communications

Play/Screen/Speech Writing

Leadership and Team Management

Public Speaking and Performance

Arts Administration

Graphic Design

Website Design and Management

Social Media Management

Public and Media Relations

E-Newsletter Systems

Microsoft Office Suite

Adobe Creative Suite

Video Editing

Event Planning and Execution

Google Project Management Apps

Project Management Systems

Budget Management

PORTFOLIO LINKS

Graphic Design -

<https://bit.ly/3KvPETO>

Redbubble Storefront -

<https://rdbl.co/3hQRbXJ>

CHRISTINA SCOTT SAYER

Marketing and Communications Professional,
Nonprofit and Arts Administrator,
Writer, Editor, Designer, Playwright, Dramaturg, Actor

Freelance Marketing Consultant and Graphic Designer Self-Employed • Knoxville, TN
April 2020 – Present

Marketing and Booking Manager/Playwright/Actor/Director
Clever By Half Productions • Staunton, VA & Knoxville, TN
March 2008 – Present

Director of Wish Granting
Make-A-Wish East Tennessee • Knoxville, TN
January 2021 – July 2022

- Directed high-quality implementation of program services (granting wishes) to children with critical illnesses within the chapter's 36-county territory
- Built relationships with businesses, civic groups, and donors to support the organizational mission
- Managed annual wish budget
- Identified and stewarded opportunities for publicizing wishes in order to demonstrate the impact of the wish experience
- Maintained database integrity with rigorous attention to detail and compliance with organizational standards
- Mentored and coached program staff, interns, and volunteers

National Director of Marketing and Communications
Random Acts of Flowers • Knoxville, TN
Sept 2016 – Apr 2020 (Marketing Manager Sept 2016 – Feb 2018)

- Served as a leader and strategic visionary for Random Acts of Flowers' marketing, communications, public relations, and community visibility
- Developed and executed annual marketing and communications plan
- Generated greater awareness of organization and mission
- Developed and oversaw internal and external communications - including presentations, newsletters, blog posts, reports, and website content
- Managed and executed creative projects from concept to completion, translating marketing objectives into creative strategies
- Provided creative direction and design for the development of marketing materials, promotional items, online media, and events
- Managed online presence - including websites and social media

American Shakespeare Center • Staunton, VA
Marketing Manager • Apr 2011 – Apr 2015
Group Sales & Academic Relations Manager • Aug 2009 – Apr 2011
Playhouse Manager • Nov 2008 – Aug 2009

EDUCATION

MA in Children's Literature • Hollins University • 2009

MFA in Renaissance Literature in Performance • Mary Baldwin University • 2008

BA in English and theatre (honors) • Mary Baldwin University • 2004

MEMBERSHIPS

Phi Beta Kappa and Omicron Delta Kappa Honors Societies • 2004 – Present

Friends of the Staunton Library Board • 2014 – 2016

Chair of Staunton Downtown Development Promotion Committee • 2013 – 2016

Mary Baldwin College Alumnae/i Board • 2013 – 2016