

# Sarah Mossey

ALWAYS GROWING 

I help institutions communicate with clarity and care through thoughtful design, strategic thinking, and collaborative leadership. I'm a seasoned creative professional, project manager, strategic thinker, and team leader with over 15 years of experience in the non-profit sector and higher education.

## EXPERIENCE

**CREATIVE TEAM MANAGER** *October 2024–Present*

**SENIOR PROJECT MANAGER** *June 2010–October 2024*

UNIVERSITY OF ROCHESTER MARKETING & COMMUNICATIONS

- Lead and contribute to the execution of high-volume, multi-channel marketing and communications projects from concept through delivery across print, digital, and experiential formats. Accountable for dozens of concurrent projects annually to support enrollment, engagement, and institutional priorities.
- Provide creative direction on university-wide initiatives with high visibility and institutional impact. This includes undergraduate and graduate enrollment campaigns, the *Boundless Possibility* strategic plan, staff benefits communications, enterprise image campaigns, and presidential communications.
- Manage a multidisciplinary creative team of up to four people, balancing people leadership, project oversight, and hands-on design.
- Serve as a brand ambassador, upholding and applying complex University of Rochester brand standards across audiences and platforms. Played a key role in enabling and implementing an enterprise-wide brand refresh in 2025, including the development of scalable templates, assets, and standards for campus partners.
- Partner closely with stakeholders across academic and administrative units, providing clear, positive, and transparent guidance throughout the creative process; work directly with senior leadership, embedded communications leads, and external vendors.
- Establish and evaluate post-launch KPIs to assess effectiveness and inform future communications strategies.

**COMMUNICATIONS PROGRAM MANAGER** *Fall 2008–Summer 2010*

ASSOCIATION MONTESSORI INTERNATIONAL (AMI/USA)

- Served as a one-woman communications department to implement and steward the brand strategy for a national nonprofit organization.
- Responsible for the design of all organizational publications, maintenance of the website, as well as the development and execution of social media and direct mail marketing campaigns.

## SKILLS

### CORE COMPETENCIES

- Graphic Design
- Creative Direction
- Brand Stewardship
- Project Management
- Content Development and Storytelling
- Strategic Systems Thinking
- Cross-Platform Communications
- Design Systems & Templates
- Social Media Strategy
- Creative Problem Solving
- Accessibility-Aware Design
- Stakeholder and Vendor Relations

### TECHNICAL SKILLS

- Adobe Creative Suite
- Expert-Level Microsoft Office
- Basecamp / Teams
- WordPress
- Marq
- Print Production and File Preparation

## EDUCATION

**Master of Fine Arts, Graphic Design** | 2008  
Rochester Institute of Technology

**Bachelor of Fine Arts, Art History** | 2006  
Hobart and William Smith Colleges

**Executive Coaching Certification** | 2015  
McArdle and Burkhardt, Rochester NY

## VOLUNTEERING

**Genesee Staff Council Member** | 2025–2027  
Central Administration and Finance District

**Founder and Primary Organizer** | 2023  
*The Artful Unwind* University Staff Art Show

**Executive Board Member** | 2017–2023  
*Emerging Leaders* Affinity Group

## CONTACT

Portfolio of recent work is available at

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