SARAH NAHAS

MARKETING – ADVERTISING - COMMUNICATIONS

CONTACT

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sarahnahasportfolio.com

TECHNICAL SKILLS

- Social Media Marketing
- Data Analysis & KPI Reporting
- CRM & Email Marketing (HubSpot)
- Google Analytics
- Adobe Suite (Lightroom, Illustrator, InDesign, Firefly)
- Content Creation
- Cross-Functional Collaboration

EDUCATION

University of Texas at Austin
2022-2024
M.A. in Advertising

University of Texas at San Antonio
2019-2022
B.B.A. in Marketing

OVERVIEW

I am a marketing and communications professional who blends creative storytelling with data-driven strategy to build thoughtful, effective experiences and campaigns. My professional and collegiate work spans content creation, research, design, email and web marketing, and campaign execution, with a strong focus on using analytics and performance insights to guide decisions and improve results.

EXPERIENCE

Database Specialist Nahas Data Source

June 2016 – December 2023
May 2025 - Present

- Process and validate gift batches in NXT/RE, ensuring accurate coding, tracking, and reporting.
- Maintain database integrity through regular data cleanup, standardization, and quality-control checks.
- Link and code accurately to support reporting, stewardship, and client needs

Digital Communications Specialist US Med-Equip

September 2024 – February 2025

- Managed and optimized digital communications across web, email, and visual content, supporting brand consistency and audience engagement.
- Executed HubSpot email and CRM campaigns and analyzed performance to refine messaging and improve engagement.
- Maintained 85+ digital business listings and WordPress content, strengthening SEO, accuracy, and online visibility.

Graphic Designer – Contract TIRR Foundation

April 2024 – November 2024

- Created original logos and branding for events such as *Tee It Up for TIRR* and *Taste of TIRR*, contributing to cohesive, recognizable fundraising campaigns.
- Designed print and digital marketing materials to support donor engagement and event visibility.

Teaching Assistant University of Texas at Austin

January 2023 – May 2024

- Supported undergraduate instruction by serving as a primary student contact and providing academic guidance.
- Designed, managed, and graded coursework in Canvas, ensuring alignment with course objectives and deadlines.