

# Hello, I'm Sarah Marston.

I'm a strategic storyteller with 15+ years of experience in creating transformative narratives and fostering engagement for mission-driven organizations. Skilled at collaborating with diverse stakeholders across complex environments, I seek to work with creative, intersectional thinkers to drive social impact.

## EXPERIENCE

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**Strategic Communications Consultant** 2013 – Present  
Self-employed, Rockville, MD

Freelancer focused on mission-driven organizations. Specialties include editing, writing, executive communications, media relations, graphic design, editorial planning, event communications, and project management.

**Public Engagement Coordinator** 2023 – Present  
Glenstone Museum, Potomac, MD

Supporting public engagement programs, communications, and visitor experience at a world-class contemporary art museum and nature preserve.

- Streamlined operations, visitor communications, and staff training materials, increasing administrative efficiency by 30%.
- Managed 2024 engagements with the Capital Art Book Fair and the American Alliance of Museums, doubling external event presence.
- Directed graphic design for workbooks, programs, and wayfinding.
- Advocated for improved accessibility as a DEI Committee member.

**Director, Media and Engagement** 2021 – 2023  
Accion, Washington, DC

Drove global media and partner engagement strategies to elevate thought leadership at a leading international inclusive fintech nonprofit.

- Developed a media list curation and pitching system, increasing journalist engagement by 75% and surpassing earned media goals.
- Managed Accion's participation in the Partnership for Central America. Secured an opportunity for the CEO to share a stage with Vice-President Kamala Harris, which sparked new grant funding.
- Represented Accion in event planning with Mastercard, Visa, USAID, and other partners, fostering alliances and enhancing brand presence.

## CONTACT

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## PORTFOLIO

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marstoncomms.com

## SKILLS

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*Professional:*

- Executive communications
- Brand strategy
- Matrixed team management
- Project management
- Stakeholder engagement
- Development communications
- Editorial planning
- Media relations
- Vendor management
- Public speaking
- Event planning

*Technical:*

- Adobe Creative Suite
- Microsoft 365
- Google Workspace
- AP and Chicago style manuals
- CMSs (e.g., WordPress)
- CRMs (e.g., Salesforce)
- Media platforms (e.g., Cision)
- Metrics and data analytics tools
- Social media publishing tools

## EDUCATION

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University of Maryland

Master's of Public Management

Accelerated executive program to build public policy leadership skills (2020).

B.A., Art - Graphic Design

B.A., Journalism

Dual degrees, with minors in American Studies and Spanish (2007).

## Director of Communications

2018 – 2021

University of Maryland, College Park, MD

Spearheaded a new communications department for international programs across one of the nation's top-ranked public universities.

- Established communications program from scratch. Hired staff, developed brand identity, and initiated a UX -driven website redesign.
- Implemented the 2018-2019 Year of Immigration initiative, which effectively highlighted issues related to global migration and refugees.
- Managed crisis communications during COVID-19, supporting the smooth return of 700+ students from programs abroad.

## Director of Communications

2014 – 2018

Friends of the Global Fight, Washington, DC

Developed comprehensive communications strategies to engage policymakers and strengthen U.S. support of the Global Fund to Fight AIDS, TB & Malaria.

- Managed staff and vendors to create a new suite of messages and campaigns, inspiring replication by partners for global markets.
- Directed a website redesign to illustrate U.S. leadership in global health, earning recognition from NPR for a compelling narrative.
- Drafted, edited, and placed op-eds in the New York Times, NPR, PBS, and other top-tier outlets, helping to secure a new \$1 million grant.
- Produced infographics utilized by the Senate Foreign Relations Committee to maintain health funding despite a 20% proposed cut.

## Public Information Officer

2010 – 2013

Harvard Law School, Cambridge, MA

Served as the first point of contact for press inquiries, managed events, and created digital content at one of the foremost institutions for legal thought.

- Composed and refined speeches, press statements, memos, talking points, and donor communications for senior administrators.
- Managed logistics, permissions, and editorial content for visits from Supreme Court justices and celebrities, ensuring seamless execution.
- Oversaw social media, increasing Twitter and Facebook followers by fourfold and tenfold, respectively.

## Journalist

2007 – 2010

The Washington Post, Washington, DC

Honed skills across broadcast, print, and digital roles in a premier newsroom.

- Authored compelling human-interest stories and breaking news.
- Created and edited content for washingtonpost.com to enhance SEO.
- Pitched, placed, and produced live TV and radio interviews.

## LANGUAGES

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- English – Native
- Spanish – Intermediate

## RECOGNITION

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### NAFSA's Senator Paul Simon Spotlight Award

National award won by the University of Maryland institutionally for the Year of Immigration initiative (2020).

### University of Maryland's Making a Difference Award

Annual staff leadership award won personally for leadership in the Year of Immigration initiative (2019).

### U.S. State Department's Visitor Leadership Program

Invited speaker to share best practices for health advocacy communications, speaking to international advocates (2015 and 2017).