

# SARA PAIGE MUDD

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## OBJECTIVE

Seeking a position in advertising that allows ample room for creative problem solving and collaborating with others.

## EDUCATION

**James Madison University (JMU)**, Harrisonburg, VA, December 2023.

Bachelors of Arts: Media Arts & Design, Theatre;  
Minor: Honors College

Awards: President's List (Fall 2020), Dean's List (Fall 2021, Fall & Spring 2022, Spring 2023)

## RELEVANT COURSES

Visual Communication Design  
Audio-Video Storytelling  
User Experience Design  
Media Arts: Culture by Design  
Copywriting for Advertising  
Elements of Creative Advertising  
Multimedia Storytelling  
Language & Culture in Advertising  
Creative Advertising Campaigns

## TECHNICAL SKILLS

Adobe Suite, Canva, Garage Band, Filmora X, Social Media Management, Facebook Business Suite, Figma, WordPress, Office 365, Google Applications, Audio and Video Editing, UX Design, Leadership, Collaboration.

## ADDITIONAL SKILLS

Storyboarding, Directing, Costuming, Sewing, Stage Lighting, Wiring & Electrics, and Customer Service.

## RELEVANT EXPERIENCE

**Social Media Team**, School of Theatre & Dance (STAD) at JMU, Harrisonburg, VA, Nov. 2021 - Present

- Organize the posts needed for the semester and dividing work for the team.
- Monitor the social media accounts, including the Facebook and Instagram pages.
- Create graphics, photos, reels, and copy for over a dozen different productions.
- Communicate with faculty and students about content and deadlines.
- Create handbooks and policies for the Social Media Team, to be used by STAD.

**Scratch Pad | Student Ad Agency**, JMU, Harrisonburg, VA, Apr. 2021 - Present  
*Digital Editor*, May 2022 - May 2023

- Develop the brief for the annual National Student Advertising Competition (NSAC) in Roanoke, VA.
- Create and edit video and audio advertisements for the presentation at the NSAC
- Help with creating advertisements in the form of digital, print, and out-of-home.
- Attend the competition at Radford University in Roanoke, Virginia.

*Agency Scribbler*, Apr. 2021 - Present

- Brainstorm and develop the brief for the annual NSAC in Roanoke, VA.
- Participate in different passion projects, such as creating brand guides, logos, and aiding in graphic design.

**Public Relations**, *Little Shop of Horrors*, JMU, Harrisonburg, VA, Dec. 2022 - May 2023

- Develop a unique, distinct campaign for the musical with some original branding.
- Collaborate with members of the design team to create a fluid design.
- Create social media accounts, including Instagram and TikTok to reach students.
- Create digital, print, out-of-home, and video advertisements.

**Publicity**, *Director's Festival (D-Fest)*, JMU, Harrisonburg, VA, Dec. 2022 - May 2023

- Create the slogan and branding for the festival with the help of the other directors.
- Create digital, print, and out-of-home media to be posted on STAD's pages.
- Direct and produce a ten-minute play written by a JMU student.

**School of Theatre and Dance**, *Intern*, Harrisonburg, VA, Jan. - May 2023

- Gather information about each production from faculty and students.
- Communicate information to the graphic designer of the programs.
- Create a schedule and follow deadlines for the speedy completion of programs.

## EXTRACURRICULAR ACTIVITIES

Co-Founder & Vice President, JMU, Taylor Swift Society, Nov. 2021 - Present  
Honors Program Board, JMU, May 2022 - Present  
Stratford Players, JMU, 2020 - Present