

# Sarah M. Sax

sarahmsax.com ♦ linkedin.com/in/smsax

## Summary

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Strategic communicator developing lasting client relationships that yield multi-million-dollar deals. Broadcast journalism-trained storyteller who pitches, markets, and executes unique solutions in high pressure settings.

## Education

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**University of Southern California**, Los Angeles, CA

May 2014

*B.A., Broadcast & Digital Journalism* (Annenberg School for Communication & Journalism)

## Soft Skills

Communication  
Prioritization  
Ideation & Execution

Project Management  
Relationship Building  
Strategic Planning

Marketing Strategy  
Brand Partnerships  
Problem-Solving

## Hard Skills

Final Cut Pro/Avid  
MailChimp  
Photoshop (Basic)

Salesforce  
Social Media Ads  
Microsoft Office

## Experience

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**American Israel Public Affairs Committee**, New York, NY

2014-Present

*Manhattan Communities Director (Previously Associate Director 2016-2019)*

2016-Present

- Promoted in 2019 to Director for high fundraising deliverables and overall office contributions
- Grew donor portfolio 366% from \$450K to \$2.1M through relationship building with key stakeholders
- Procured 3 million-dollar annual contributions (only 17 raised in AIPAC's 60-year history)
- Communicate complex Middle East geopolitical issues in succinct, compelling language with AIPAC donors
- Hire, train, and manage direct report to develop donor portfolio and hit fundraising goals
- Design, market, and recruit for many high-level briefings per year; keynote for parlor meetings
- Initiated programs that promoted employee wellness and work/life balance across all NY teams

*Family Leadership Initiative (FLI) Director*

2018-Present

- Conceptualized and created FLI, a year-long family training pilot promoting multigenerational activism
- Designed marketing campaign to recruit applicants, generating interest among AIPAC's biggest investors
- Collaborated with AIPAC student department to devise hands-on curriculum for families
- Recruited new political activists to lobby Congress on the organization's objectives

*Fundraising Fellow*

2014-2016

- Fundraised \$120K+ through small dollar donations from in-person meetings and Middle East briefings
- Facilitated and cultivated donor relationships via email, phone calls, briefings, event invitations

**Write For The Job**, New York, NY

2014-Present

*Founder and Career Coach*

- Craft resumes, cover letters, and LinkedIn profiles for clients to land a job that makes them happy
- Analyzed competition to best position WFTJ to target ideal demographic
- Developed social media marketing strategy to increase clientele and brand recognition
- Hired, managed, and mentored 4 student interns identifying projects and reviewing their work
- Designed and created written/video content for site consistent brand aesthetic and mission

**USC Annenberg TV News**, Los Angeles, CA

2011-2014

*Executive Producer (2013-2014) Anchor/Reporter, Multimedia Journalist, Web Supervisor, Art Director*

- Managed 250+ student journalists to create a daily live newscast
- Trained and managed 64-person graphics team to create OTS, FS and CK for newscasts
- Pitched potential stories while leading 15-person morning meeting
- Produced breaking news coverage of AEG trial, San Bernardino manhunt, Typhoon Haiyan
- Reported, shot, wrote, and edited international, national, local and hyper-local news stories
- Reported live from congressional viewing party during 2012 presidential election
- Wrote and edited online stories and promoted stories using Twitter and Facebook

## Community Involvement

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▪ IVY Connect Ambassador and Member

2016-2018

▪ Jewish Federation of New York, Emerging Leaders & Philanthropists

2014-2016