

Sara Dotterer



Currently in Brooklyn, NY

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Portfolio: [Here](#)

Overall Website: www.saradotterer.com **Art Studio Website:** www.saradottererstudio.com

MFA Thesis Booklet: [Click Here](#)

YouTube: Sara Dotterer

Art Instagram: @saradottererstudio

Passion Project: www.womenwecreate.com/

Work Experience

Director of Brand Strategy | Ricciardi Group, B2B Marketing Firm, NYC (May 2022–Present)

- Co-leading agency's brand strategy product standardization as well as agency's marketing (long-form content, email and social)
- Co-leading brand repositioning and sales deck development for global asset manager and 4 product verticals
- Leading strategist for Coin Metrics' content strategy as they set the standard for transparent data in the opaque market of crypto (includes digital campaign, newsletter and website copywriting)
- Leading strategist on campaign development for Platinum Equity as they reposition themselves from turnaround deal specialist to market leading alternatives manager
- Leading strategist on investor video production for Alpine and Evergreen as they communicate their shared missions to investors

Associate Brand Strategist and New Business Developer | Rebel & Co, Market Research & Strategy Firm, Remote (January 2021-October 2021)

- Brand Strategy: Conducted in-depth qualitative and quantitative research to uncover consumer insights and develop effective brand strategies, messaging and content for 6+ diverse clients across B2C and B2B verticals
- Built 4 customer journeys and 6 personas, wrote long-form content for retirement sector, and streamlined the sales content library from 200+ pieces to 50 targeted pieces within a year-long content and messaging strategy engagement for Morgan Stanley
- Created a long-term pricing strategy and product roadmap for online giving platform, Qgiv, which resulted in a 25% increase in their client acquisition
- New Business Development: Initiated the refinement of agency's brand strategy by conducting a brand audit and an in-depth competitive analysis which led to adoption of 3+ clients; instigated topical, proprietary research for agency and wrote accompanying content for social media and press

Brand Strategist, Account Manager and New Business Developer | Burns Group, Brand Consultancy and Advertising Agency, NYC (August 2018-January 2021)

- Account Management and Brand Strategy for BGIN, Start-up Accelerator: Partnered with 5+ startups to outline their immediate brand needs and created growth strategies including qual/quant research, customer journey, messaging strategy, brand identity and advertising; one of our client's in medical diagnostics, Ash Wellness, went on to raise over \$6.6 million in funding and increase its offering from 3 diagnostic tests to 150+
- Brand Strategy for Burns Group: Spearheaded development of variety of processes from international research to brand foundations to advertising for 8+ clients; one project included messaging strategy and positioning for a variety of programs within Columbia Business School which led to a 22% increase in executive MBA applications, a 50% increase in executive education revenue, and an increase in MBA rankings from #13 to #5
- New Business Development: Managed team dynamics and research design for 10+ pitches of varying scale; expanded PR relationship which led to a 30% increase in press representation; crafted social media strategy and led creative team in consistent content creation; directed qual/quant research for agency learnings on COVID-19 and #BLM, both of which led to the acquisition of new clients and received press in AdWeek

Strategic Consultant | Art W + Development of WomenWeCreate Website and Podcast, NYC (Fall 2018-2020)

- Strategist, writer, and website designer for art non-profit specializing in advocating for women artists in the contemporary arts space, Art W and Women We Create, crafting outreach to artists and donors
- Conducted and produced content for 15+ interviews during COVID-19, designed website for conversations to be showcased and shared – <https://www.womenwecreate.com/>

Arts Education and Management Experience

Graduate Teaching Assistant | Southern Methodist University, Dallas, TX (August 2021-May 2023)

- Assisted the following courses: "Intro to Sculpture," "The Mirroring Line,"
- "Photography I," "Sculpture: Form and Material," "Art Foundations," "Advanced Studio," and "Social Practice"
- Maintained studios and equipment as well as prepared and co-led classroom demonstrations
- Supported students in the development of their project proposals and problem-solving for each project
- Mentored undergraduate students in pursuit of cross disciplinary research and material investigation in my areas of expertise: movement arts, video, VR/AR, paper, biomaterials and installation art
- Developed and led a variety of workshops revolving around movement arts, biomaterial research, chance operations and bookbinding

VR Facilitator, Carne Y Arena Exhibition, Nasher Sculpture Center (January 2022-April 2022), Dallas, TX

- Collaborated with a team of facilitators and engineers to manage visitor experience for an immersive VR installation on immigration

Exhibition Manager, Basquiat Exhibition at the Brant Foundation (February-May 2019), NYC

- Assistant weekend manager for the Basquiat Exhibition including leading VIP tours, intern management and coordination, ticket and gift-shop sales, and making sure each day ran smoothly

Management Intern, Taryn Simon Projects, LLC (Summer 2017), NYC

- Cultivated first-hand knowledge of the inner-workings of a small, international business
- Indexed and organized hundreds of archival materials; developed sales info summaries for each body of work by Simon; pursued intensive research for new projects
- Copy-edited Occupation of Loss (2018)

Education

Southern Methodist University (August 2021 - May 2023): MFA in Interdisciplinary Art, Dallas, TX

- **"Eco-Interoception: What plants, fungi and protista have taught my body" Thesis:** Culmination of two years of conceptual and material research on the interconnectedness of human physiology and the lives of other species
- **Meadows Artistic Scholarship Award, Southern Methodist University MFA (2021-2023):** Earned full tuition for two year MFA program, general student fees, and assistantship funding
- **Alternate for Fulbright Arts Research Award to Thailand (2023):** Required rigorous research and grant writing

Washington and Lee University (September 2014 - May 2018): B.A. in Studio Art and Anthropology, Cum Laude, Lexington, VA

- **Studio Art Prize, Washington & Lee University (2018):** for the student who has consistently done outstanding work in the art department
- **Joseph Martinez Prize, Washington & Lee University (2018):** "though analytical and reflective in her art making, Sara is not afraid of taking risks"
- **Class of 1964 Fine Arts Prize, Washington & Lee University (2018):** "Sara coined the term 'art for all,' making it her goal to unify and promote the many artists of all disciplines on our campus"
- **Omicron Delta Kappa Recipient, The National Leadership Honor Society (2017), Washington & Lee University:** nominated as a member of W&L's chapter for outstanding leadership in the arts while maintaining a GPA in the top third

St. Catherine's School (September 2000 - May 2014): K-12, Richmond, VA

Continuing Education

Mushroom Dye and Pigment Workshop with Julie Beeler through Botanical Colors, Remote (Fall 2022)

Myco-sculpture Workshop via Central Texas Mycological Society, Austin, TX (Fall 2022)

Rewilding Mythology Course at Advaya, Remote (Fall 2022)

Brand Identity Design Class at School of Visual Arts, NYC (Spring 2019)

Mixed Media Class at Parsons, The New School, NYC (Fall 2019)

Edward Tufte Data Visualization Workshop, NYC (Fall 2019)

Skills

Waldo AI // Leadership // Strategic and creative writing // Creative concepting // Storytelling // Variety of research platforms (from Google Forms to Suzy to Qualtrics) // Start-up branding // Designing presentations // Walking ethnography // Visual semiotics // 2D + 3D Video // Adobe Suite // Virtual reality (Quest, Unity, Unreal Engine) and virtual worlds // Simple animation and augmented reality (Blender, Aero, Polycam)

Favorite Research Concepts

Data Humanism // Ecotones // Fungal futures // Emergent Strategy // Circular economies // Maslow's Hierarchy of Needs // Somatic intelligence // Mycelial and rhizomatic patterns // Network theory // Lindenmayer systems and fractals // Soft technology // Artificial Intelligence