

SARAH KRUEGER

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EDUCATIONAL BACKGROUND

The University of Texas at Austin
Graduated Spring 2021

B.S. in Advertising, Moody College of Communication
Texas Immersive Program, UT School of Advertising
Business Administration Minor, McCombs
GPA: 3.4

WORK EXPERIENCE:

Talon American, Grand Visual- Creative Strategist, North America
OCT 2024 – AUG 2025 (Terminated due to Company Restructure)

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KERV Interactive- Associate, Creative Strategy & Platform Services
JAN 2024 – PRESENT

- Develop and implement creative strategies for clients based on KPIs, utilizing Kerv's Radius Platform to deliver fully functional interactive videos and banners.
- Edit videos to meet specific client needs, including shortening longer form videos and adding custom features, ensuring adherence to campaign objectives.
- Maintain and organize all materials and assets for easy internal team accessibility, supporting the efficiency of the Strategy team and overall campaign process.

KERV Interactive- Associate, Media Planning & Strategy
MAR 2023 – DEC 2023

- Strategically planned and negotiated to closed campaign deals, totaling \$3,296,029.
- Supported relationships with Sales AE and associated clients, contributing to strategic client calls regarding active or potential opportunities.
- Contributed to the development and execution of strategic media plans and decks for RFPs, ensuring alignment with client objectives and Kerv's offerings.
- Assisted in managing the Boost CRM system by accurately entering all associated opportunities and generating accompanying reports, aiding in sales pipeline tracking and analysis.

The University of Texas at Austin- (Administrative) Program Coordinator
NOV 2021 – DEC 2022

- Coordinator to all operations of [Texas Immersive Institute](#) initiatives- [lab](#), [events](#), curricula, HCD and HCI research, client projects, student organization, and Founding Director.
- Implemented changes and executed cross-channel solutions in collaboration with development consultant and development team. Raised over \$500,000 from sponsors, foundations, and external stakeholders to support institute initiatives Fall 2022.
- Maintained and fostered TXI brands and values to fit community needs.
 - Remodeled Immersive Lab Summer 2021
- Onboarded, supervised, and motivated 15+ student employees with facilitation initiatives- [public relations](#), marketing, events, [brand](#) supervision, and [lab](#) management. Remodeled Immersive Lab Summer 2021.
- Management of all institutional creative projects and administration. Worked closely with P.I.s , researchers, designers, developers, clients, sponsors, and partners to guarantee full delivery.
 - Mentored 3 projects and teams from [Social Impact Build Fest](#) for 6 months throughout virtual and augmented reality prototype development.
 - Design and/or development lead of 5 projects.
- Coordinator to all operations of Texas Immersive Institute initiatives and reported directly to the Director. Provided financial, administrative, purchasing, and operational support to all affiliates using UT systems.

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- Managed stakeholder activities, routine communication, annual budget management of \$250,000, and forecast exceeding \$3M. Worked closely with internal development and development consultant.
- Worked closely with P.I.s, researchers, designers, developers, clients, sponsors, and partners to lead as manager of 9 experiential projects to ensure quality assurance for all deliverables.

The University of Texas at Austin - Development/Program Coordinator Intern

JAN 2021 – AUG 2021

- Identified cross-channel solutions, to meet both business and higher education institution needs into actionable solutions with measurable results.
- Spearheaded outreach of course program, Texas Immersive, including regular pitches and presentations, using a consultant approach to approach internal and external c-level executives. Increased institution population to have over 120 affiliates and on additional cohorts of students.
- Drafted foundational proposals, brand book, and pitch deck to request institute declaration. Launched UT Austin's first immersive institution in July 2021.

Brentwood Christian School – Tutor

JAN 2019 – MAY 2022

- Student tutor for grades K-12 in all academic subjects.

Pupsicool - Social Media and Marketing Intern

MAY 2020 – AUG 2020

- Content creator and manager of all social media platforms such as Facebook, Instagram, Twitter, and TikTok. Connected with influencers and product featured 3x. Increased following by 275A+, a 28% increase YoY Aug 202.
- Established partnership with Austin Pets Alive! Thrift Store-Burnet to advertise product as inventory in store.
- Organized 1st Instagram giveaway. Conducted audience research to determine next product flavor's iteration and delivered insights to team.
- Established partnership with Austin Pets Alive! Thrift Store-Burnet to advertise the product as inventory in store.
- Conducted audience research to determine the next product flavor iteration and delivered insights to the team using a consultant approach. See all highlights [here](#).

CLIF Bar & Company - Brand Ambassador Program

AUG 2019 – JAN 2020

- Promoted new product and UT Austin student engagement and event attendance through traditional and alternative methods based on understanding of campus culture. Results [here](#).

LeadAbroad - Corkscrew Intern- Spain

JUN 2018 – JULY 2018

- Member of consulting team to research audience, develop marketing strategy, and present recommendations for branding and customer expansion to management bi-weekly. Clients included: [UP! Training Club](#), [BeatFlyer](#).

City of Richardson- Swim Team Coordinator

MAY 2017 – AUG 2017

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- Coordinator for city-wide summer league. Responsible for management of 6 local teams and pool staff. Organized 4 city-wide swim meets throughout the 3-month season.
- Main point of contact for all swimmers, parents, and City of Richardson pool staff.

CREATIVE PROJECTS

Austin PBS, TXI x Texas Innovation Center- Project Manager and Lead UX/UI Designer

Space Shapers

JAN 2022 – DEC 2022

- Created characters and narratives for an interactive educational game aimed at families and children aged 5-8, promoting wise media consumption and management. Developed narrative wire frames and task flows to apply user-centered design processes using FIGMA, Procreate, and Adobe Creative Cloud. See experience deck [here](#).
- Modeled experience to c-levels and internal stakeholders Spring 2022. Project awarded \$80,000 from foundation to develop MVP June 2022.
- Conducted user research to determine whether designs are educational and entertaining and delivered insights to team, C-levels, and internal stakeholders.
- Developed narrative wire frames and task flows to apply user-centered design processes using FIGMA, Procreate, and Adobe Creative Cloud.

The University of Texas at Austin (School of Advertising x Aerospace Engineering and Mechanics x Fine Arts) – Creative Strategist; Funding Lead

Shifted Space

AUG 2020 – AUG 2022

- Collaborated with P.I.s, researchers, stakeholders, developers, and designers to understand project vision, goals (social, academic), and production opportunities. See
- Spearheaded project's first fundraiser on [UT crowdfunding platform](#). Raised \$28,740 and gained 700,000 impressions over 10-week campaign. Included content creation, outreach, email marketing, and social media management.
- Piloted rebranding of [Eyes on the Sky](#) to [Shifted Space](#). Responsible for the redesign of the website, marketing, and sponsor materials in January 2022. Acquired by Privateer x OMEGA Fall 2022.
- Designed narrative of interactive museum experience Spring 2021. Summary [here](#).
- Assisted in film production of [UX/UI promotional experience](#) operating Eko Studio.

YETI x Accenture Interactive, TXI client - Game Designer

YETI: Into the Outdoors

SEP 2020 – DEC 2020

- Designed a 3D world web-based shopping experience over 8 weeks with users given agency to explore, discover, play, and test with YETI products online.
- Summary [here](#). Content bible [here](#). Demo video [here](#).

DBOX Technologies Inc., TXI Client – Video Editor, XD Designer and Encoder

Wake Up!

AUG 2020 – SEP 2020

- Conceptualized ad and encoded haptics into short-form video advertisement for [Alarmy](#), mobile app, using Cinema 4D, Adobe Premiere Rush, and client product's motion features.
- Summary [here](#). Haptic Timecode [here](#).

Immersive Hacklab – Content Creator. AR Developer, XD Designer

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Courses by Crayola

JULY 2020

- Conceptualized a series of AR interactive educational lessons for children ages 2-5 on color interaction using mobile platform, Blippar, and Adobe Creative Suite. See experience deck [here](#).

USC Games x Situation Lab #ZoomJam Competition– Copywriter, UI Designer

Screenarios

APR 2020 – SEP 2020

- Awarded as the 2020 Runner-Up in international competition.
- Designed a family-friendly, group icebreaker for various settings to offer opportunity of higher engagement and deeper connections to others on communications platform, Zoom.
- Summary [here](#).

Audience Development and Engagement Course – UX Researcher and XD Designer

Reimagine Public Transportation

Spring 2020

- Conducted 6 thirty minute interviews and transcribed to design Austin public transportation user persona. Study [here](#).
- Reimagined public transportation experience with use of AR Windows. AR Experience case study [here](#).

SKILLS:

General: Communication, Leadership, Public Speaking, Strategy, Creativity

Management: Content, Brand, Creative Projects, Social Media, Development, CRMs (Boostr)

Marketing: Social Media, Newsletter, Email, Content creation, Grass-roots

Design: Adobe Creative Suite, FIGMA, Canva, Cinema 4D, Procreate

Research: SEO, audience, Advanced Google Search, Immersive Technology, Haptics

Collaboration: ClickUp!, Trello, Google Drive, Microsoft Office

Life: Troubleshooting, Organization, Adapting, Always finding the silver lining

CRM: Boostr