SARAH FRANDSON DORFMAN

MARKETING & COMMUNICATIONS | CONTENT STRATEGY | CREATIVE OPERATIONS

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PROFESSIONAL SUMMARY

Marketing and communications professional with extensive experience in brand storytelling, editorial content, digital communications, client relationships, and creative business operations. Combines hands-on marketing experience with current training in social media strategy, performance measurement, answer engine optimization, and professional selling.

CORE COMPETENCIES

Content strategy • Copywriting & editing • Social media marketing • Brand storytelling • Email & website content • Audience targeting • Campaign planning • Marketing analytics • Client relations • Creative project management

PROFESSIONAL EXPERIENCE

Studio Manager | addyeB Media, LLC | Mar 2021 – Sep 2025

- Managed studio operations and communications supporting an internationally exhibited artist, including publicity, website content, newsletters, and social media.
- Wrote, edited, and ghostwrote artist statements, biographies, exhibition materials, promotional copy, and collector communications.
- Coordinated relationships with galleries, collectors, curators, and logistics partners; supported exhibitions, sales, invoicing, inventory, and domestic/international shipping.

Co-Owner, Photographer & Writer | YamLike LLC | Jan 2012 – 2021

- Produced documentary-style photography, written content, freelance writing, and editorial services.
- Managed client relationships, websites, social media, press releases, media kits, and creative project delivery.

Marketing Communications & Content Specialist | Grainger Specialty Brands | Apr 2011 – Dec 2012

- Led editorial strategy and developed customer-facing content for catalogs, direct mail, websites, email, newsletters, and social media.
- Partnered with creative, merchandising, and marketing teams to maintain consistent messaging across channels.

Copywriter | Grainger Specialty Brands | May 2001 – Apr 2011

- Served as lead copywriter for Ben Meadows; created and edited marketing and product content across more than 30 specialty-brand catalogs.
- Supported brand integration and editorial workflows; trained and mentored new copywriters.

Proofreader / Copywriter | Nasco International | Sep 1997 – May 2001

- Edited catalog copy and served as lead copywriter for the inaugural Fitness FUNdamentals catalog.

EDUCATION & ACADEMIC HONORS

Madison College | Marketing studies, in progress | [Credential and expected graduation date to confirm]

Perfect Honor Roll — multiple semesters | [Confirm semesters / official award wording]

CERTIFICATIONS & APPLIED MARKETING TRAINING

HubSpot Academy — AEO Fundamentals | Oct 2026 (valid through Oct 2028)

HubSpot Academy — Social Media Certified | Jul 2026 (valid through Aug 2028)

Stukent — Social Media Simternship® | Aug 2026: campaign strategy, paid/organic content, audience targeting, KPI analysis, influencer briefs, and optimization in a simulated environment.

Stukent — Professional Selling Simternship™ | Nov 2026: prospecting, discovery questions, value propositions, sales analysis, and simulated closing.

COMMUNITY INVOLVEMENT

Vice President, Board of Trustees | Dwight Foster Public Library | Aug 2026–Present

Member, Board of Trustees | Dwight Foster Public Library | Aug 2024–Jul 2026

Member, Library Policy Committee | Dwight Foster Public Library | Jun 2026–Present

Volunteer Board Member, Friends of the Library | Dwight Foster Public Library | Jun 2025–Present

President, FAMS Orchestra Boosters | Jan 2026–Present