

Sara Gable

Visual Arts Administration Candidate

Professional Summary

Senior marketing and business leader pursuing a strategic career transition into visual arts administration. Currently completing an M.A. in Visual Arts Administration at NYU to formally bridge extensive corporate experience with rigorous training in arts operations, governance, and cultural management. Brings 18+ years of experience in brand strategy, communications, audience development, budgeting, and stakeholder leadership, paired with a deep, lifelong commitment to the arts. Seeking to apply proven operational and storytelling skills in service of mission-driven visual arts institutions.

Museum & Arts Experience

- 2016 - 2020
Museum of Modern Art (New York, NY)
Gallery Session Attendant
Facilitate gallery sessions to ensure guests have a comfortable & fulfilling experience. Gallery sessions are conversations & activities facilitated by museum educators.
- 2014 - 2014
Frank Lloyd Wright Trust (Oak Park, IL)
Interpreter / Tour Guide
Led tours of Frank Lloyd Wright's home, studio & Oak Park neighborhood.
- 2001
Smithsonian Museum of American Art (Washington, DC)
Volunteer / Summer Intern - Development
Worked on expansion of database in order to widen the Museum's reach. Reviewed and analyzed surveys in order to determine target focus groups. Performed secretarial duties as needed.
- 2001
Ellipse Art Gallery (Arlington, VA)
Volunteer / Summer Intern - Gallery Assistant
Assisted with the creation of a catalog system for the Gallery's summer exhibition. Responsible for greeting and answering visitors' inquiries. Independently supervised and closed the gallery space.
- 1996 - 2000
Southern Alleghenies Museum of Art (Loretto, PA)
Volunteer / Intern
Prepare and administer the silent auction for annual black tie fundraiser. Assist with all aspects of annual fund raising campaign including marketing collateral development and direct mail.

Relevant Professional Experience

- 2024 - Present
Keystone Marketing Advisors
Marketing Consultant (Project Based Work)
Consultant Services: Fractional CMO, Brand Strategist, CPG Go To Market. Featured Projects: The Row House, The Blair Concert Chorale (501c3), Big Brothers, Big Sisters of Blair County (501c3), Kelly's Collections Retail Boutique, Sea2Ski Yoga Retreats
- 2020 - Present
Blo Blow Dry Bar (Financial District, New York City)
Investor & Operator
Built and operated a high-touch retail service business focused on guest experience, community partnerships, and grassroots marketing.



Contact

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Education

- **NEW YORK UNIVERSITY - Steinhardt**
Masters in Visual Arts Administration
Target Graduation 2027
- **VANDERBILT UNIVERSITY**
Masters in Business Administration
Focus: Marketing & Finance
Completed in 2008
- **SYRACUSE UNIVERSITY**
Bachelor of Arts
Focus: Art History & Economics
Completed in 2002

Skill

- Marketing Strategy
- Partnership Development
- Museum Education & Interpretation
- Communications & Editorial Strategy
- Donor Stewardship & Membership Engagement
- Audience Development & Public Programs
- Integrated Campaigns & Earned Media
- Project & Budget Management
- Stakeholder Communication
- CRM / Digital Platforms (Shopify, Klaviyo, Mailchimp; learning TMS)

Accolades

- 2022 | Emmy Nominated Commercial - New England Chapter
Archer Roose partnered with Colossus Creative Co. to announce Elizabeth Banks joining the team.
- 2022 | Wine Spectator, Ad Week, Ad Age
Cited directly for innovative marketing communications
- 2019 | Mediapost Creative Media Awards
Finalist for best branded entertainment
- 2015 | Colgate You Can Make a Difference
US Best IMC Idea, US Best Campaign, Global Best Use of New Media
- 2014 | POPAI'S Outstanding Merchandising Achievement
Bronze Award at Global Shop for Display
- 2014 | Path to Purchase Institute
Design of the Times Finalist

2020 - 2024

Archer Roose Wines | New York & Boston

Chief Marketing Officer

Created full company marketing strategy and developed team to deliver results. Handled building high-quality team, identifying best in class agency partners, and executing on objectives. Led business through the startup and growth stages. Built integrated marketing campaigns (IMC), including creative and media support to increase brand awareness and earned impressions across media outlets.

2018 - 2020

Boston Beer Company | Boston

Brand Lead - Samuel Adams Flagship & Seasonals

Maximized impact of flagship brands in fast paced environment. Oversaw product positioning, developing / launching new products, and communications content. Managed team of two direct reports to deliver brand goals. Led quarterly business reviews with CMO, reporting progress and optimizing strategy.

2016 - 2018

Colgate Palmolive | New York

Marketing Manager (promotion from SBM) - Suavitel & Fleecy Fabric Softeners

Managed brand strategy (annual plans, midyear reviews, and three-year strategy plans) and P&L management for fabric softeners in both US and Canada markets. Managed team of four direct reports to deliver plans.

2015 - 2018

Colgate Palmolive | New York

Senior Brand Manager - Suavitel & Fleecy Fabric Softeners

Managed brand strategy (annual plans, midyear reviews) and P&L management for fabric softeners in both US and Canada markets. Managed team of two direct reports to deliver plans.

2014 - 2015

Colgate Palmolive | New York

Brand Manager - Optic White Toothpaste & Mouthwash

Led go to market strategy and execution for new oral care products. Acted as primary contact for various agency partners across creative, shopper, and public relations. Assumed people management responsibilities.

2013 - 2014

Colgate Palmolive | New York

Brand Manager - Walgreens Shopper Marketing

Connected consumer and shopper through path-to-purchase by creating programs to drive sales across all brands. Served critical role in sales calls, including weekly buyer and quarterly Joint Business Partner (JBP) discussions.

2012 - 2013

Mondelez International | East Hanover, NJ

Senior Associate Brand Manager - Snacks Immediate Consumption Channel

Channel focused brand role to support Nabisco family in the fast-growing Drug & C-store spaces.

2011 - 2012

Mondelez International | East Hanover, NJ

Senior Associate Brand Manager - Cracker Brands (Wheat Thins, Triscuit, Toasted Chips & Premium Saltines)

2010 - 2011

Mondelez International | East Hanover, NJ

Associate Brand Manager - Cracker Brands (Tosted Chips & Premium Saltines)

2008 - 2010

Heinz North America | Pittsburgh

Associate Brand Manager - Frozen Soups (Business to Business/B2B)

2003 - 2006

American Red Cross | Washington DC (National Headquarters)

Senior Associate - Development - In Kind Donations Disaster Unit