SARAH CATALANO

(580) 399-4718

sarahcatalano1@gmail.com

Oklahoma, USA

SKILLS

fundraising
website creation/management
event planning
crisis communications
graphic design
video production

TALENT

managing creatives
digital marketing
networking
critical thinking
problem solving

PROFESSIONAL SUMMARY

Public relations leader with 15+ years in messaging strategy and digital and print content production. Keeps complex issues clear for audiences while working across organizational teams to maintain mission-centric priorities for communications. Career background encompasses **national nonprofit, healthcare and tribal government communications**, crisis comms, media relations, social media strategy and creative digital production. Manages multiple high-priority projects in a fast-paced setting.

CORE COMPETENCIES

15+ years of communications and content production
Direct media outlet relationship management
Direct experience writing media releases
Speeches, presentations and leadership-facing communications
Healthcare and tribal government environments
Crisis communications
Multiplatform social media proficiency
Current creative team leadership
Company founder/c-suite involvement

EXPERIENCE

SOCIAL MEDIA CREATIVE MANAGER

THE CHICKASAW NATION | 2021-PRESENT

- Leads social media digital production team supporting 15 social media accounts across 6 platforms for a sovereign Native American government.
- Supports the creative team in developing high-quality video, photography, graphics and motion graphics content.
- Collaborates with leadership and internal departments to develop messaging and content aligned with the tribal mission.
- Develops and manages social media campaigns to increase audience engagement and extend the reach of tribal government initiatives.
- Manages multiple projects and deadlines while maintaining quality and accuracy in storytelling.

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EXPERIENCE CONTINUED

GRAPHIC DESIGNER
THE CHICKASAW NATION | 2017-2021

- Created print materials, digital, social media, apparel and packaging for varied audiences and channels.
- Collaborated with leadership to ensure projects met tribal objectives and print/digital quality specifications.
- Managed multiple projects and deadlines while maintaining image and brand requirements.
- Resolved design challenges effectively by balancing audience needs, organizational requests and direction from leadership.

COMMUNICATIONS VICE PRESIDENT
COTHRAN DEVELOPMENT STRATEGIES | 2012-2017

- Managed relationships with national/international media outlets to secure media coverage for clients and company initiatives.
- Wrote and edited media releases, speeches and presentations for organizational leaders.
- Managed 5 separate client websites, social media accounts and print and digital communications such as newsletters, mass mail catalogs and membership directories.
- Created and implemented digital and print communications strategies aligned with client goals, as well as donors, political candidates and other stakeholders.
- Worked with policy strategists on Capitol Hill to develop messaging and communications materials for audiences with varying levels of familiarity with complex issues.
- Managed multiple clients and their needs while maintaining professionalism, quality and consistency.

ORGAN RECOVERY COORDINATOR/FAMILY SERVICES, UNIVERSITY OF NEW MEXICO HOSPITAL
NEW MEXICO DONOR SERVICES | 2007-2011

- Maintained donor referral rate of 90% or higher during tenure.
- Coordinated complex clinical information flow among donor families, team members and healthcare professionals throughout the organ donation and transplantation process.
- Educated the public and healthcare professionals and hospital workers about organ donation and advocated for donor families.
- Regularly communicated highly sensitive medical information with discretion, clarity and empathy.
- Supported families and team members during high-stakes, time-sensitive situations.

CO-FOUNDER/DIRECTOR OF OPERATIONS
LIFEGUARD AMERICA, INC. | 2002-2007

- Co-founded and secured angel, mezzanine and venture capital funding for launch of a niche software company.
- Ran day-to-day operations including public relations, marketing, promotional activities, staffing/HR and sales team support.

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EDUCATION

BACHELOR OF SCIENCE, AGRICULTURAL COMMUNICATIONS
OKLAHOMA STATE UNIVERSITY | 2001

TRAINING & CERTIFICATION

CHICKASAW LEADERSHIP ACADEMY
GOLD LEVEL | 2025
SILVER LEVEL | 2020
BRONZE LEVEL | 2019

Chickasaw Leadership Academy (CLA) is a multilevel management and professional development program for employees of the Chickasaw Nation.The program is designed to sharpen leadership and career skills to help employees better serve the tribe and support the workforce.

ADOBE AFTER EFFECTS
ADVANCED CERTIFICATION 2024