

Sandra Isaac

Digital Marketing Specialist | Graphic Designer | Web & Content Creator

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www.SandraIsaacImages.com

Professional Profile

Creative and detail-oriented digital marketing and communications professional with experience in social media, website administration, email marketing, photography, video, graphic design, branding, content creation, and client service.

Core Competencies

- Digital marketing and content planning
- Social media management and analytics
- Website management and WordPress
- Email marketing and event promotion
- Graphic design, branding, and digital imaging
- Photography, video, and image retouching
- Client relations, organization, and project coordination

Professional Experience

New Dimensions Federal Credit Union — Digital Marketing Specialist | June 2024–Present

- Manage social media feeds and website.
- Promote products, services, events, and community initiatives.
- Create email marketing, photography, and video content.
- Monitor analytics and use Metricool, GA4, and Microsoft Clarity.
- Use Adobe Creative Suite: Photoshop, Illustrator, InDesign, Express, Premiere, plus Microsoft Office, and Lumen5
- Participate on the Social Responsibility Committee.

Sandra Isaac Images, LLC — Independent Contractor / Digital Media Consultant | January 2017–Present

- Provide web design, branding, social media management, content creation, photography, and digital image editing.
- Manage client relationships and create communications materials.
- Current clients include a food Co-op, a Child Care Center, and an Animal Reik Practitioner.

Horses with Hope Equine Rescue — Manager of Horses | 2015–October 2016

- Managed daily care, handling, and rehabilitation of rescue horses with behavioral, physical, and other challenges.
- Worked with difficult and previously damaged horses to support rehabilitation and placement.
- Fielded applications, interviewed applicants, and selected best-suited homes.
- Managed the website and social media; produced photography and promotional content.

The Bank of Princeton — Digital Media Manager | 2012–2015

- Supported digital media and marketing communications.

The Bank of Princeton — Marketing Assistant | 2011–2012

- Supported marketing and communications activities.

Leigh Visual Imaging — Graphic and Digital Designer | 2010–2011

- Created graphic and digital design work.

Green Street Studios, NYC — Intern with Mary Ellen Mark | Spring 2010

- Completed an internship with photographer Mary Ellen Mark.

Walnridge Farm — Breeding Manager / Farm Manager | 2000–2005

- Managed breeding-farm operations involving stallions, mares, yearlings, and foals.
- Oversaw employees, organized daily work, and maintained equipment and supplies.
- Managed breeding-shed activities and shipments.
- Provided primary medical care and maintained records for more than 300 animals.
- Assisted veterinarians with on-call work and surgical procedures.

Walnridge Equine Clinic — Veterinary Technician / Equine Care Support - 2005–2008

- Transferred from Walnridge Farm to Walnridge Equine Clinic in 2005.
- Provided health-maintenance support and primary care for horses
- Worked with veterinarians in evaluating soundness concerns and addressing health-related needs.
- Assisted with on-call work and surgical procedures.
- Maintained animal records and supported organized clinical operations.

Handicapped High Riders — Instructor / Volunteer Support - 2000–2008, on and off

- Provided horsemanship and riding instruction through the adaptive riding program founded and operated by Barbara Isaac.
- Supported safe, positive interactions between riders and horses.
- Worked with riders in an adaptive riding environment on weekends.

Community Involvement

- China for a lifetime Committee – Founding member and manages the website.
- China Four Season Club — website management, marketing, and social media.
- China Lake Ice Fishing Derby Committee — founding member handling website, marketing, social media, and event support.

Education

- Rutgers Mini MBA Digital Marketing Certificate Program
- Photography certificate, Digital Media certificate, and Website Design certificate, Mercer County Community College
- Bachelor’s Degree in Animal Science, Delaware Valley University
- Associate’s Degree in Equine Science, Delaware Valley University
- Associate’s Degree in Liberal Arts, Keystone College

Technical Skills

Adobe Creative Suite including Photoshop, Illustrator, InDesign, Acrobat, Express, Premiere; WordPress; Microsoft Office; Metricool; Lumen5; GA4; Google Tag Manager; Microsoft Clarity.