

Sarah Murphy Lavoie

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portfolio: www.sarahmurphylavoie.com

Creative Content Leader

Creative Content Leader with 10+ years directing custom content, sponsored campaigns, and integrated marketing across broadcast, digital, and social platforms. Two-time National Emmy Award winner with proven expertise in team leadership, client partnerships, and campaign storytelling that drives measurable results. Experienced in managing cross-functional teams, delivering copywriting and creative direction, and producing content tailored for diverse and specialized audiences, including hospitality, nonprofit, and professional associations.

Professional Experience

Fractional Producer & Creative Strategist

Murphy Lavoie Creative | Bethesda, MD

May 2023 – present

- Partnered directly with clients to deliver custom content across broadcast, social, and digital platforms, serving as lead point of contact from brief through delivery.
- Directed creative strategy and production for integrated campaigns, shaping messaging across paid, social, and digital channels to drive acquisition and visibility.
- Oversaw post-production for science-focused YouTube series *Harnessing Star Power*, generating 444K+ views in its first month.
- Produced compelling visual and written narratives for clients including Choice Hotels and projects with Interface Media Group (IMG) for the National Association of Realtors, AARP, and Vox Global, translating complex briefs into engaging campaigns.
- Managed creative teams, vendors, and production partners, ensuring on-time delivery and budget adherence.

Director, Brand and Creative Marketing

Wondrium by the Teaching Company | Remote

August 2022 – May 2023

- Rebuilt brand identity and launched integrated campaigns across social, streaming, email, and web, aligning creative with acquisition and retention goals.
- Partnered with analytics and consumer insights teams to define KPIs, optimize creative, and deliver measurable subscriber growth.
- Developed campaign reporting and insights decks to demonstrate ROI and inform recommendations to leadership.
- Directed influencer and multi-channel campaigns, shaping brand tone and content across platforms.
- Managed \$200K+ in production budgets and led a six-person remote creative team, fostering collaboration and career development.

Executive Producer, Writer | Senior Producer, Writer

National Geographic/ The Walt Disney Company | Washington DC

March 2014– August 2022

- Directed end-to-end creative strategy and execution for high-profile campaigns across TV, digital, and social platforms.
- Served as lead creative and principal writer on cross-platform campaigns, shaping messaging and copy to align with brand voice and business goals.
- Produced Emmy-winning promotional content and sponsored storytelling that elevated brand visibility and drove audience growth.
- Managed budgets up to \$1.5M and cross-functional teams of producers, editors, and vendors.
- Crafted campaign scripts, copy, and narratives for global launches and tentpole brand moments.
- Awards: 2020 Primetime Emmy (Outstanding Short-Form Nonfiction Series); 2023 News & Documentary Emmy (Outstanding Promotional Announcement).

Senior Creative Producer

Discovery Communications | Silver Spring, MD

November 2004 – March 2014

- Progressed through five promotions producing promotional campaigns across Discovery's portfolio.

Education

Bachelor of Arts, Rhetoric and Communication | Mount St. Mary's University | Emmitsburg, MD

Signature Skills

Client Campaign Management & Reporting | Team Leadership & Development | Creative & Messaging Strategy | Integrated Campaign Planning (audio, video, digital, email, web) | Cross-Platform Storytelling (sponsored, branded, editorial) | Project & Budget Management | Vendor & Stakeholder Collaboration | Performance-Driven Content | Project Management Tools (Asana, Jira, Airable; adaptable to Workzone) | Copywriting & Campaign Ideation