

Sarah Mitchell (Heppenstall)

Profile

I am an experienced communications and marketing professional with a strong track record delivering integrated digital campaigns across websites, Facebook, Instagram, and email platforms. I create engaging content, manage coordinated cross-platform social media campaigns, and deliver targeted Mailchimp mailings to improve reach and engagement.

My skills include design, campaign planning, and performance-focused communications, with experience improving SEO through well-structured website content and Google Ads activity. I bring excellent organisational and project management skills, clear and emotive communication, and a collaborative approach. I am particularly motivated by working in the charity sector and developing creative, high-impact campaigns with partners.

Employment History

February 2026 – current

Self Employed Graphic Designer – Sarah Mitchell Creative

I have set up my own creative business. My initial clients have been holistic health individuals who required Instagram promotion of their services. I have created reels and posts to reflect their messaging and brand.

April 2024 – January 2026 (Redundancy)

Berkshire Music Trust – Fundraising and Marketing manager

A newly created middle management role to lead the fundraising and marketing activities, growing income opportunities and promoting Berkshire Music Trust across the county.

Main responsibilities

- Developed and implemented an integrated marketing and fundraising strategy, setting clear KPIs and generating monthly analytics reports to monitor performance and adjust campaigns.
- Recruited and line managed a Marketing Officer, setting measurable objectives and leading regular performance reviews.
- Managed the marketing budget and produced forward forecasts for the next academic year.
- Wrote and submitted high-quality grant and trust applications, ensuring compliance with funding conditions and reporting requirements.
- Supported and delivered individual giving and community fundraising activity to strengthen bursary fund income.
- Built and managed a programme of corporate engagement to secure, maintain, and grow business partnerships and sponsorship.
- Created and maintained a year-round marketing calendar covering events, seasonal campaigns, and fundraising activity across digital channels.
- Implemented a CRM system to map and manage the donor journey and improve targeted communications.
- Produced and coordinated engaging website and social media content, including short-form content across platforms, increasing brand awareness and engagement.
- Optimised website content and campaign visibility through SEO best practice and Google Ads activity.

April 2023 – March 2024

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Children's Hospice South West – Corporate partnerships fundraiser (Fixed Term Contract)

Covering an established role maintaining relationships with corporate supporters in the Bristol area. Generating income through a full range of corporate fundraising activities including payroll giving, staff fundraising, corporate initiatives, Charity of the Year partnerships, events and cause-related marketing.

Main responsibilities

- Developing and managing the existing corporate partnerships portfolio and engaging them with events and initiatives.
- Working in a collaborative environment with all fundraising team members to assist in maximising overall charity income.
- Working with the wider fundraising team to develop and deliver a corporate fundraising plan in line with the wider fundraising strategy.
- Identify, pitch and secure new charity partnerships to generate income.
- Writing targeted funding proposals and preparing and delivering quality presentations and pitches.
- Negotiating agreements with corporate partners to maximise income potential in compliance with the charity's ethical policy and charity legislation.
- Organising and facilitating networking opportunities for our Business Club initiative.
- Organising fundraising events and volunteering activities that match the corporate partner's requirements with the charity's business needs.
- Manage the charity database to accurately reflect donation receipts, activities undertaken and charity expenditures to give a transparent view of the donor journey.
- Working with the marketing team to update and develop the corporate fundraising section.

April 2022 – April 2023

Harlequin Software Ltd – Marketing manager

This newly created role was introduced to refresh client engagement after a hiatus of a few years where very little marketing and communication activity took place. Demonstrated a sound grasp of the needs of fundraising clients in the charity sector due to previous experience.

Main responsibilities:

- Liaising with our clients to provide case studies highlighting the key factors of the software.
- Refresh marketing materials to showcase the software platforms.
- Planning and implementing marketing and communications plans that engage with existing and potential clients.
- Liaising with external suppliers and printers.
- Updating the website with current and engaging content.
- Event management by arranging a conference for up to 50 delegates.
- Setting up an online user group for the sharing of working practices and software tips.
- Updating and maintaining our client CRM database.

March 2021 – March 2022 (Fixed term contract)

Prospect Hospice - Communications officer

Temporary contract as a communications officer tasked with producing high-quality internal and external written communication, creating content creation for our website and social media platforms and producing promotional material for services across the hospice. Working with colleagues across the hospice to drive the charity's key messages, increasing awareness of their work and encouraging supporter engagement in fundraising activities.

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Main responsibilities:

- Design of printed material, updating the website with engaging content and creating impactful campaigns.
- Planning and delivering marketing communications plans for fundraising events and awareness days.
- Creating and managing working relationships with external suppliers.
- Production of user-friendly patient information.
- Completing agreed programmes of work, meeting targets, deadlines and standards of performance.
- Closely managing the brand and its use throughout the hospice and building relationships across all the departments to support them and highlight their work by writing pieces for news articles and fundraising appeals.

April 2016 – March 2021**Swindon MS and Neuro Therapy Centre - Community fundraiser**

Employed at Swindon Therapy Centre, a charity supporting those with Neurological Conditions, primarily working as a Community Fundraiser. Enthusiastically took on multiple roles to ensure the centre was able to deliver all the services needed by members. Assisting in running the exercise classes, helping the physio team in the gym and maintaining the IT system. These roles all needed flexibility, quick thinking and problem-solving.

Main responsibilities:

- Organising and promoting fundraising events both within the centre and in the community.
- Marketing the centre through social media and visiting community groups.
- Deputising for the centre manager.
- Taking the centre online during the pandemic and supporting virtual fundraising activities and specialist groups to provide a vital support network for isolated members.
- Working with volunteers and community groups.

July 2010 - Dec 2017**Self-employed Chocolates for Chocoholics distributor**

I started this business during a career break to work alongside childcare. With the support and training of the parent company, I successfully created a profit-making business.

July 1995 - June 2010

Junior to Senior design posts at various publishing companies including Future Publishing where I progressed to Group art editor.

Skills learnt

- Managed a team of 4 designers including training, appraisals and team meetings.
- A member of the Senior Leadership Team.
- Briefed and commissioned photographers and illustrators and art-directed photo shoots
- Design of magazine pages, website design and promotional material for exhibitions and shows, liaising and working closely with other departments such as marketing and pre-press.
- Launched 3 magazines which involved a lot of creativity and market awareness.

Qualifications

BA (Hons) Graphic Design

TQUK Level 2 – Digital Marketing

3 A-Levels – Art, Communication Studies, Business Studies

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IT Skills

Adobe - Indesign, Photoshop, Illustrator.

Mailchimp, Mailerlite, Hootsuite, Publa, Wordpress,

Salesforce, Google Analytics, Canva

Microsoft – Word, Excel, Powerpoint

SAGE accounting software

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