

Application

Profile

If you have any questions or difficulty submitting this application, please reach out to Alex Guzhnay at aguzhnay@newhavenct.gov or call 203-946-7670.

Sarah

First Name

Ficca

Last Name

Middle
Initial

sarahficca@gmail.com

Email Address

120 Wooster Street

Home Address

A

Suite or Apt

New Haven

City

CT

State

06511

Postal Code

What ward do you live in (optional - please select ward if you know)?

☒ Ward 8

Mobile: (203) 671-7154

Primary Phone

Alternate Phone

Are any of the above number a cell phone number?

☒ Yes ☐ No

If so, which? Also, is it okay to send a text message?

2036717154

Are you currently employed by the City of New Haven or the New Haven Public School System?

☐ Yes ☒ No

Yale

Employer

Marketing Manager

Job Title

To see our list of Boards and Commissions please click here: <https://newhaven-ct.granicus.com/boards/w/976a34cad711af7c/boards>

Which Boards would you like to apply for?

New Haven Democracy Fund: Submitted

Is this an appointment or reappointment request? *

☒ Reappointment

Interests & Experiences

Please tell us about yourself and why you want to serve. Please attach any of the follow:

Resume, Curriculum Vitae (CV), Professional Bio, or a Statement of Interest.

[Sarah Ficca 2025 New .docx](#)

Upload a Resume

If not submitting a Resume or CV, please submit a ~150 word Statement of Interest as to why you are interested in serving on your selected boards/commissions. If you have uploaded a resume OR you are seeking reappointment, you can write n/a.

N/a

Why are you interested in serving on a board or commission?

Everyone should serve on a board. This is a civic duty I take very seriously.

Why do you believe you would be a good fit for your selected board and commission(s)?

I am firmly committed to give opportunities to people who wish to run for public office. I talent feduciary responsibility seriously.?

Do you have any time commitments that would prevent you from participating in board/commission meetings? Meeting times can be found by visiting newhavenct.gov/boards, but most are usually once a month for 1-2 hours.

No

Demographics

Some boards and commissions require membership to be politically proportionate, per State Statute on minority party representation (CGS § 9-167a). What is your political affiliation on your voter registration (i.e Democrat, Republican, Unaffiliated, Independent, etc)?

Unaffiliated

In order to stay compliant with our city's charter, are you registered to vote in New Haven?

☒ Yes ☐ No

We strive to maintain diversity in all of our Boards and Commissions. These questions are optional and if you volunteer the information we will only use it to ensure that our boards and commissions are diverse.

Ethnicity

☒ Other

Gender

☒ Female

How did you hear about serving on our Boards & Commissions?

Barbara Montalvo

Sarah Ficca

Listen, Curate, Communicate...

Emmy Winner: Current Affairs.

203.671.7154
sarah.ficca@yale.edu
New Haven

Diverse experience in marketing, direction, production, and management.
Strong technological, communication, and creative skills.
Proven ability to work well independently and on a team.

2006 BFA University of Hartford, Summa Cum Laude
Digital Media Arts Major, Art History Minor

Skills

Social media
Data analysis
Writing
Press relations
Website design
Audio Video
Graphic design
Project
management
Microsoft Office
Digital media

Marketing Manager
Yale Schwarzman Center, August 14, 2024, to present

Lead and execute excellent communications in a fast-paced and diverse environment serving the internal Yale community and New Haven with an eye to promote Yale's vision to the world.

Use innovative thinking to plan campaigns that raise our profile.
Pitch stories and nurture relationships with local press.
Execute all aspects of a weekly newsletter to 40k global subscribers.
Manage website and oversee external development team.
Analyze user data to improve marketing efforts.
Manage, edit and offer creative direction for a team of student content creators.
Manage external vendors who support press relations, photography, and design work.
Collaborate with Office of Public Affairs where appropriate.
Place stories in the press to raise visibility of our organization.
Relationship building across Yale departments and in the New Haven community.
Center equity and inclusion in editorial decision making.
Keep up to date on emerging technology.

Soft Skills

Confidentiality
Relationship
building
Solution oriented
Inquisitive
Positive

Board of Directors
New Haven Democracy Fund, January 2022 to present

Appointed by Mayor Justin Elicker and approved by the Board of Alders to oversee a public campaign financing fund.

Board of Directors
New Haven Free Public Library Foundation, January 2024 to August 2025

Communications Manager

Arts Council of Greater New Haven January 3, 2023, to August 13, 2024

Envisioned and executed a fresh and unified communications strategy to create loyalty for a small not-for-profit. Created resources to enable successful branding for years to come.

Developed and executed yearlong marketing plan.
Created branded templates and guides for the team.
Created graphic and video content for social media.
Weekly email newsletter, board reports, and ghostwriting in different voices.
Self-taught in website design while on the job.
Website traffic +50%.
META interactions and email +300%.
Press relationships, press releases.
Wrote and delivered legislative testimony.
Worked closely with Development on fundraising initiatives.

Field Director

New Haven Mayor Justin Elicker, 2021

Used data to track voter opinion and drive marketing efforts from social media campaigns to voter outreach, phone scripts, and targeted press releases. Led my team with a positive attitude during times of high stress for a rare 84% win.

Created voter targeting strategy for a diverse city of 130,000.
Spot checking data daily to adjust strategy.
Wrote scripts, designed fliers, designed social media posts.
Co-produced broadcast television campaign commercial.
Part of a team that raised \$300,000.
Ghostwrote speeches, statements, press releases, endorsements.
Hired, managed, and budgeted for a team of 40.
Developed relationships with elected officials and community stakeholders.
Planned and executed in person and hybrid events.
Created innovative merchandise.

Campaign Manager

State Representative Christine Palm, 2020, Field Organizer 2018

Managed all aspects of a successful campaign during the Covid 19 epidemic. Achieved a +500% win in a district trending toward the opposition. Our voter outreach method was cited by CT Democrats as the gold standard and our

tactics were taught in training classes.

Complied 20 years of demographics and voting data to drive marketing strategy.

Planned events with dignitaries, elected leaders and stakeholders.

Branding, marketing, and advertising that was innovative and consistent across platforms from print to social media.

Placing stories with key media partners at strategic times.

Communications Consultant *Self Employed 2011-2017*

Using my skills in social media I assisted not-for-profits, municipal governments and artists in taking the big leap into social media. Provided education to carry on their projects when our contract was finished.

Pitched and wrote 3-5 social media stories daily for Huddled Masses Media. 10% of stories went viral with 100k interactions+ per article.

Select Awards

7 Emmy nominations
1 Emmy award

Council on
Developmental
Disabilities: Media
Prize

Americans with
Disabilities Act:
President's Award

National Italian
American Foundation:
Media Grant

Commendation:
Governor Jodi Rell

University of Hartford
Alumni Achievement
Award

Schar Jewish Digital
Arts Prize

Producer

A&E Television Networks 2008-2010

Innovator in video for streaming platforms.

First network streaming on Hulu and Sony PlayStation.

Transitioned Home Video Department from analog to digital editing.

Project Management for new online media platforms and traditional DVD assets.

First Blu-Ray Video on Demand.

Designed innovative campaigns in alignment with strict branding.

+ 50% departmental revenue.

Producer

Connecticut Public Television, PBS 2008-2010

Associate Producer

Connecticut Public Television, PBS 2006-2008

With a diverse advisory committee of people with disabilities, parents, not-for-profit leaders, and activists, we leaned into stories with depth and challenged stereotypical notions. Our on-air hosts had visible disabilities and challenged television norms.

Managed all aspects of a 15-part series about people with disabilities. Researched subject matter, wrote scripts, interviewed subjects.

Set up and directed video shoots and supervised post-production.
Press relations, press releases. Marketing. branding and advertising.
Managed committee of 25 advisors from the community of people with disabilities.
Co-wrote and produced *Harvesting Stones* about Jewish farmers.
Co-wrote and produced *Eddie Palmieri's 50th Anniversary Special*.

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