

Sara E. Brylowski

Information Professional • System Design Specialist • Metadata Wrangler • Taxonomist • Media Manager • Innovator

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EXPERTISE

WRANGLING DIGITAL CHAOS

STRATEGIC THINKING

CREATING STRUCTURE FROM AMBIGUITY

WORKFLOW SOLUTIONS

DATA MANAGEMENT

INFORMATION DESIGN

VENDOR RELATIONS

COPYRIGHT ASSESSMENTS

EDUCATION

MASTERS OF LIBRARY AND INFORMATION SCIENCE

DIGITAL CURATION

San Jose State University • San Jose, CA
2020

ADVANCED CERTIFICATE

STRATEGIC MANAGEMENT OF DIGITAL ASSETS AND SERVICES

San Jose State University • San Jose, CA
2018

BACHELOR OF APPLIED SCIENCE

WEB DEVELOPMENT
Baker College • Flint, MI

CERTIFICATION

GOOGLE APPS TRAINER

PROFESSIONAL EXPERIENCE

PROGRAM MANAGER, CMS/LMS SYSTEM ADMIN

GOOGLE | Mountain View | 2020-01 - present

LOOKER DATA SCIENCES | Santa Cruz | 2019-06 – present

Designed and implemented an asset and learning delivery platform supporting the success of a global sales force, winning the Innovative Design Excellence Award for system design.

- Managed rapid development & deployment of sales enablement CMS/LMS platform launch with 500 educational and media assets to multiple teams in 2 month sprint, acting as project manager on 5 person team focused on global deployment.
- Coordinated migration of LMS content from disparate systems and designed best practices to ensure consistency, scalability, and positive user experience.
- Developed 300+ term taxonomy, working with stakeholders and leadership from cross-functional teams to design and deploy over 30 discoverable and accessible metadata-driven experiences for varied use-cases, and enacted cadence of quarterly reviews to ensure efficacy and accuracy.
- Served on two working groups mandated to overhaul and design global educational experiences for internal and external stakeholders, vetting, selecting, and managing vendors and partners.
- Designed and delivered web-based and instructor-led interactive training for all field teams, and hosted bi-weekly office hours help sessions, regularly surveying users to ensure constant improvement.
- Developed and documented policies, internal SLAs, and course creation processes and workflows to ensure lifecycle management of learning content, using an optimized methodology to address platform limitations.
- Acted as Subject Matter Expert for multiple systems, liaising with account representatives from five LMS and CMS platforms and managing all aspects of annual and quarterly reviews and renewals.

DIGITAL ASSET MANAGEMENT SPECIALIST

UNIVERSITY OF CALIFORNIA SANTA CRUZ | Santa Clara | 2016-11 – present

Supported five creative teams in fast-paced environment, managing the acquisition, discoverability, distribution, and storage of a wide variety of media. Resident expert, coach, and project manager for all things related to systems, protocols, and expectations of the video production environment.

- Created and implemented complex strategies to address issues related to metadata schemas, taxonomies, and comprehensive lifecycle management.
- Designed and administered disparate but connected data systems for storage and access. Analyzed legacy storage strategies, identifying and implementing efficiencies in storage management that resulted in 95% cost reduction.
- Architected and implemented full CatDV (MAM) installation, managing five production groups, eight defined user roles, 30+ users, and over 300k assets, while also acting as primary troubleshooter and support person.
- Configured 40+ advanced CatDV Worker Node automations to manage ingest, storage movement, archive, metadata coding, proxy generation, delivery, etc.
- Defined, documented, and enforced file naming conventions, data structures, data dictionary, and data standards. Designed and managed intricate workflows.
- Managed user access to media, servers, accounts, and collaborative work spaces and trained users on workflows and best practices.
- Designed training and facilitated ILT for multiple personas on copyright, fair use, and licensing; Coordinated licensing and permissions with external intellectual property owners, and managed vendor selection for licensed assets.
- Designed and implemented a database from aggregate sources to act as System of Record for production projects.

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SOFTWARE & TECHNOLOGY

Digital & Media Asset Management

CATDV ●●●●●
FACILIS ●●●●●

Learning Management Systems

CANVAS ●●●●○
SHOWPAD ●●●●●
SKILLJAR ●●●○○
WORKRAMP ●●●○○

Database Management Systems

AIRTABLE ●●●●●
FILEMAKER ●●●○○
MS ACCESS ●●○○○

Content Management Systems

JOOMLA ●●●○○
EXPRESSION ENGINE ●●●●○
SHOWPAD ●●●●●
WORDPRESS ●●●●○
YOUR MEMBERSHIP ●●●●○

Project Management

JIRA ●●●○○
SHOTGUN ●●●○○
SMARTSHEET ●●●●○

Adobe Creative Cloud

BRIDGE ●●●●○
ILLUSTRATOR ●●●○○
INDESIGN ●●●●●
PHOTOSHOP ●●●○○
PREMIERE PRO ●●○○○

Collaboration Software

CONFLUENCE ●●●●●
G SUITE ●●●●●

Web Development

HTML/CSS ●●●●○
JAVASCRIPT ●●○○○
SQL/MYPHP ●●●○○

Operating Systems

CHROME OS ●●●●○
LINUX ●●●○○
OSX ●●●●●
WINDOWS ●●●○○

PROFESSIONAL EXPERIENCE (continued)

MARKETING SPECIALIST

SANTA CLARA COUNTY BAR ASSOCIATION | San Jose | 2013-03 – 2016-11

Marketing generalist responsible for all activities to foster growth and member relations. Database Administrator for CMS and CRM, and solely responsible for graphic design, writing, and metrics tracking related to marketing activities such as email marketing, blog posts, press releases, and social media presence.

- Designed and implemented new branding including logo, print & web design, and external advertising installations.
- Responsible for SEO and display advertising with Google AdWords and DFP.
- Managed seamless data migration of 6000+ membership records into new CRM system, and acted as webmaster/database administrator within CMS.
- Grew member engagement while increasing non-dues revenues and designed member retention program resulting in 98% member renewal rate.
- Improved workflows and processes through implementation of new tools and cloud technologies.

GROWTH SPECIALIST

NEWMIND GROUP | Kalamazoo & San Jose | 2012-01 – 2013-03

Point person for all marketing, PR, design, client training coordination, communications, and event planning for national Google Apps reseller.

- Wrote and published blog posts, press releases, email blasts, and social media.
- Webmaster responsible for all website content, design, and code integrity.
- Coordinated, scheduled, and hosted training sessions, both live and virtual.
- On-site trainer for Google Apps deployments, designing instructional content for “Train the Trainer” sessions.
- Managed CRM through multiple data migrations and ensured data integrity.

INFORMATION MANAGER & IT LIAISON

PRO SERVICES | Kalamazoo | 2011-03 – 2012-03

Assisted office and field staff as the go-to technical leader and innovation champion, while acting as head communicator, web developer, marketer, writer, and designer.

- Championed Google Apps deployment and served as on-site trainer and problem solver; Managed physical asset tracking including acquisition, distribution, and disposition.
- Designed and implemented new branding in 2011 including logo, print branding, and web design.
- Increased customer engagement and retention through the development of real-time “dashboards” with aggregated data to provide transparency and enrich client experience.

MARKETING PRODUCTION COORDINATOR & LEAD GRAPHIC DESIGNER

GREENLEAF HOSPITALITY GROUP | Kalamazoo | 2001-08 – 2011-03

Designed, wrote copy, and created all marketing and customer facing materials, including both print and digital media, for multiple entities, while managing the intake and production workflow of printed and digital deliverables from the marketing department.

- Managed the in-house print shop, and implemented work order management database to ensure timely deadlines were met.

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MEMBERSHIPS & VOLUNTEERISM

AMERICAN LIBRARY ASSOCIATION		2016 - PRESENT
ASIS&T		2017 - PRESENT
CHAIR, SJSU STUDENT CHAPTER, 2019 - 2020		
VICE CHAIR, SJSU STUDENT CHAPTER, 2018 - 2019		
CALIFORNIA LIBRARY ASSOCIATION		2016 - PRESENT
PHI KAPPA PHI, HONOR SOCIETY		2016 - PRESENT
SANTA CRUZ PUBLIC LIBRARY		2016 - PRESENT
BOOK BUDDY		
SPECIAL LIBRARIES ASSOCIATION		2016 - 2018
PROGRAM CHAIR, SILICON VALLEY CHAPTER, 2017		
VISUAL RESOURCES ASSOCIATION		2016 - PRESENT
CHAIR, NORTHERN CALIFORNIA CHAPTER, 2019		

SPEAKING ENGAGEMENTS

PANELIST, METADATA MATTERS		2019-11
HENRY STEWART DIGITAL ASSET MANAGEMENT CONFERENCE, SAN DIEGO, CA		
PRESENTER, MEASURING WHAT MATTERS		2019-11
TRANSFORM SALES ENABLEMENT CONFERENCE, CHICAGO, IL		

PROFESSIONAL DEVELOPMENT

2020

LOOKER CUSTOMER SUCCESS SUMMIT, ORLANDO, FL

2019

TRANSFORM SALES ENABLEMENT CONFERENCE, CHICAGO, IL

HENRY STEWART DIGITAL ASSET MANAGEMENT CONFERENCE, SAN DIEGO, CA

VISUAL RESOURCES ASSOCIATION ANNUAL CONFERENCE, LOS ANGELES, CA

2017

HENRY STEWART DIGITAL ASSET MANAGEMENT CONFERENCE, LOS ANGELES

ALA BE THE COPYRIGHT SPECIALIST IN YOUR LIBRARY - CERTIFICATE OF COMPLETION