

Sarah Andrews

Creative Multimedia Producer



contentbysarah.co.uk
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Skillsets & Expertise

Podcast Producing | Photography & Editing | Video & Audio Editing | Motion Graphic Video Production | Storyboard & Script | Adobe Creative Cloud Suite | Web Design Games Design | Graphic Design | E-Learning | Social Media Management | MS Office Google Suite | Project Co-ordination | Project Planning | Communication | Teamwork Supervising | User Analytics | QA Testing | Stakeholder Relations & Communications

Work Experience

Multimedia Manager, Azets UK
(Mar 2023- Feb 2025)

Podcast Production | Photography | Video Content | Copywriting

- Led the end-to-end production of "Bang the Drum" podcast, including concept development, scripting, recording, editing, and mixing to ensure high-quality content for a business audience.
- Managed the distribution of podcast episodes across major streaming platforms (e.g. Spotify, Apple Podcasts), and created promotional assets to enhance reach and engagement on social media.
- Conducted professional staff portrait photoshoots across multiple UK office locations for internal use and public-facing materials, ensuring alignment with company branding.
- Produced short-form video content for social media campaigns, with a focus on DEI (Diversity, Equity, and Inclusion) and ESG (Environmental, Social, and Governance) initiatives, showcasing company values and efforts.
- Supported Azets UK's internal and external branding through the creation of impactful visual content that resonated with key audiences.

Educational Producer, Coventry University
(Sept 2022 - Feb 2023)

Digital Content | Educational Innovation | Community Engagement

- Supported the development, production, and delivery of innovative educational projects with internal teams and external stakeholders.
- Identified and scoped new opportunities in educational technology and innovation.
- Designed and produced digital content including vlogs, podcasts, infographics, and toolkits for web, social media, and digital displays.
- Collaborated on the creation of impactful resources promoting best practices in teaching and learning.
- Developed communication materials for diverse audiences, ensuring consistency with university brand guidelines.
- Built and maintained active community channels, researched engagement strategies, and managed regular social media content.

About

I'm a creative multimedia producer with a passion for cinematic storytelling, combining technical skill with a sharp eye for narrative detail. I thrive in fast-paced, collaborative environments and enjoy tackling new challenges that push creative boundaries.

My experience across Higher Education and Accountancy sectors has strengthened my ability to deliver impactful, high-quality content under tight deadlines, while continuously evolving with new tools and techniques.

Achievements

- 01 I worked on the chart-topping podcast for ambitious businesses and their owners, by Azets
- 02 I played an active role in an award-winning game-based learning initiative, GameChangers.
- 03 In 2014, my short documentary was broadcasted by BBC Three Fresh and is available to watch online.
- 04 I worked on an award-winning, crowd-funded independent documentary. It was awarded Best Film Leamington Film Festival 2020.

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Work Experience Cont.

Innovation & Community Development Officer, Coventry University (Jan 2022- Sept 2022)

Implementation | Educational Technology | Community Engagement

- Led Engageli rollout, coordinating staff engagement and training with learning technologists.
- Collected and analysed feedback from students and lecturers, collaborating with analysts and project managers.
- Managed project timelines, GDPR compliance, and LMS integration for Noodle Factory (AI-driven learning tool).
- Designed game mechanics for DaLi Erasmus+ project; led pilot testing and iterative development.
- Continued work on VERs and other EU-funded projects from previous junior role.

Innovation & Community Assistant, Coventry University (April 2016 - Jan 2022)

Game-Based Learning | Digital Content Creation | Stakeholder Engagement

- Collaborated on EU and Arts Council-funded projects in game-based learning, eLearning, and film production.
- Contributed to narrative sequencing, emotional tone, pacing, and multi-shot editing for digital content.
- Supported campaigns that won the QS Reimagine Education Gold Award in Science of Learning (2021).
- Co-designed virtual escape rooms for remote learning, using feedback to improve engagement.
- Produced the Escape Racism VER on modern slavery and fast fashion, including promotional materials.
- Managed digital content and CMS for Postdigital Intimacies, overseeing web and social presence.
- Led marketing for Art Gymnasium x Age UK Coventry, producing visuals and mentoring students in multimedia production.

Educational History

University

2:1 Media
Production BA
(Hons)
Coventry University
(2012 - 2015)

A Levels

Theatre Studies (C),
Media Studies (D) and
Photography (D)
Vandyke Upper
School & Community
College - 2010 - 2012

GCSEs

5 A to C GCSEs
Vandyke Upper
School &
Community
College - 2008 -
2010

Freelance (2015 - Ongoing)

Sigma Social Agency | Co-Founder (2025 - Current)

- Established Sigma Social to provide social media management and digital marketing services.
- Developed content strategies and managed campaigns for clients in various industries.
- Offered services including content creation, video production, graphic design, and paid ads.

TEDxCoventry | Media Team Leader (2018)

- I volunteered as a Media Team Leader and sponsored the TEDxCoventry event.
- My responsibilities were to attend regular meetings with the organisers and work collectively with design volunteers on marketing campaigns, prioritising and organising the equipment setup, inventory, and recruitment and leading of additional videographers.
- I was responsible for sequencing and applying TEDx's branding guidelines to the videos for online publication on YouTube's platform.

I am Dyslexic Movie | Feature-length Documentary (2015 - 2018)

- Winner of Best Film 2020 Leamington Film Festival
- I worked on this award-winning crowd-funded independent documentary before I graduated from university.
- I acted as an assistant director, camera and sound operator for two years with the director, whilst the film was under production, where I captured multi-shots for editing.