

Sarah Sheehan

Director of Marketing

About Sarah:

Sarah Sheehan has been serving as WITF's Director of Marketing since 2019. She joined WITF in 2010 as an Account Executive in the Corporate Partnerships department. In 2015, Sarah became the Manager of Content Sponsorships, where she secured and lead the largest state-wide sponsorship of [Pennsylvania PBS](#) events for the 50th Anniversary of Sesame Street.

Sarah graduated from Villanova University with her Bachelor of Science degree in Business Administration, and minors in International Business and Spanish. For four years, she taught Spanish at a private school on Long Island, New York, while also coaching the Speech and Debate team and being an Assistant Director for the Drama Club. She returned to Pennsylvania to earn her Master of Business Administration degree with a focus on Product and Market Development from Penn State University, where she graduated as a [Beta Gamma Sigma](#) Honor Society Member.

Before coming to WITF, Sarah was the Marketing Manager at a SCORE! Educational Center, a private tutoring company, in Silver Spring, Maryland.

As WITF Director of Marketing, Sarah has led the organization through a brand refresh, started a Brand Ambassador team to increase community engagement at partner events, and ensures that WITF communications are cohesive across the organization.

She is a member of the [Public Relations Society of America](#) and [Penn State Alumni Association](#), prefers the oxford comma in her personal writing, and lives in Harrisburg with her husband and three joyful children.

Sarah can speak to your organization about:

WITF Has a Lot Going On: There's always something new at WITF. Learn about upcoming programs, events and projects from WITF, PBS and NPR.

Top Tips for a Brand Refresh: In October 2022, WITF launched its new brand based on a year of research, interviews, designs and feedback. Learn the top tips that any organization should consider before they begin the brand refresh process.

