

Sarah Murphy Lavoie

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Creative leader with 18+ years of experience producing premium, short-form content across digital media, TV, and documentary platforms. A two-time National Emmy Award winner with a track record of crafting high-quality, talent-driven video content that educates, inspires, and entertains. Adept at leading creative teams, collaborating with top-tier talent, and translating expert insights into visually compelling, engaging narratives. Proven success in multi-platform content strategy, audience engagement, and elevating brand storytelling at the highest level.

Signature Skills

Documentary & Educational Content Production | Creative Team Leadership | Educational Storytelling | Expert Collaboration & Interviewing | Multiplatform Content Strategy | Production & Budget Management |

Professional Experience

Murphy Lavoie Creative

Fractional Creative Director | Bethesda, MD

May 2023 – present

- Execute high-quality video content for corporate clients (Luminis Health, VOX Media) and non-profit organizations (AARP, National Geographic Society), ensuring visual alignment with client brand guidelines
- Partner with Interface Media Group to deliver video projects that effectively communicate client messaging while maintaining their established brand identity
- Senior Producer for *Harnessing Star Power* – led post-production collaboration with fusion energy scientists and subject matter experts to translate complex scientific concepts into an engaging YouTube mini-docuseries that gained 444k views in its first month
- Produced animated educational video series for Luminis Health explaining complex medical concepts to high school students, developing communication strategies that bridge the gap between technical subject matter experts and general audiences
- Manage client relationships through the production process, balancing creative execution with adherence to brand standards and marketing objectives

Wondrium by the Teaching Company

Director, Brand and Marketing | Remote

August 2022 – May 2023

- Led creative development and production for a premium streaming platform, overseeing a diverse slate of expert-led courses and documentary-style content.
- Directed a cross-functional creative team in executing high-quality short form video content, ensuring cinematic storytelling and engaging narratives.
- Oversaw all aspects of content production, from concept development to final delivery, maintaining a high standard of quality and visual excellence.
- Worked closely with top-tier experts and talent to craft compelling, accessible learning experiences that resonated with audiences.
- Partnered with production, editorial, and research teams to ensure content authenticity, while balancing creative vision and audience engagement.
- Managed a \$200,000 content production budget, prioritizing investment in high-impact projects that elevated brand reputation and subscriber retention.
- Evaluated and green-lit production projects and talent as part of the Executive Leadership Team, ensuring alignment with the platform's creative vision.

National Geographic/ The Walt Disney Company

Executive Producer, Writer | Washington, DC

February 2022– August 2022

Senior Producer, Writer

March 2014– February 2022

- Won 2020 Primetime Emmy (Short-Form Series) *Creating Cosmos: Possible Worlds* and 2023 News & Documentary Emmy (Promotional Announcement) for the Disney+ series *Super/Natural* documentary trailer in addition to Clio and Promax awards
- Developed and produced short-form documentary content and marketing campaigns that translated complex concepts into engaging visual narratives for mainstream audiences
- Collaborated with subject matter experts and on-camera talent to ensure content accuracy while maintaining compelling storytelling

- Led creative conceiving and production for short-form content, elevating storytelling through innovative visual approaches
- Originated and executed multi-platform content strategies for projects, guiding cross-functional teams (social, design, PR) through the creative review process
- Excelled at managing multiple high-profile projects simultaneously while maintaining quality standards and meeting tight deadlines, regularly overseeing 5+ production initiatives with budgets ranging from \$10,000 to \$1.5 million
- Developed creative for 4 distinct brands (National Geographic, NatGeo Wild, National Geographic Documentary Films, Disney+), adapting creative approach to each brand's unique identity and audience

ADDITIONAL WORK HISTORY

Discovery Communications | Silver Spring, MD

November 2004 – March 2014

Education

Bachelor of Arts, Rhetoric and Communication | **Mount St. Mary's University** | Emmitsburg, MD