



## SARA HARTMANN

Design & Entrepreneurship  
Educator

### Profile

I am an educator and e-commerce entrepreneur with an extensive background in apparel design and digital marketing. I leverage 15 years of professional experience in start-ups and the arts to create innovative curriculum for the next generation of designers and creative entrepreneurs.

### Expertise

Curriculum Development

Strategic Analysis

Digital Marketing

Ecommerce

Apparel Product Development

Garment Construction

Pattern Drafting

Adobe Creative Suite

### Experience

Assistant Professor, MassArt 2016-Present

- Taught core curriculum in garment design and construction
- Created new course in creative entrepreneurship
- Faculty liaison for Entrepreneurship Club

Visiting Lecturer, Mount Ida College 2016-2018

- Taught core curriculum in Fashion Design
- Developed coursework for Fashion Marketing & Management

Adjunct Instructor, Simmons University 2018

- Taught core curriculum in Online MBA, Marketing Management

Principal, Secret Ships 2013-2016

- Led business through conception, planning, launch, and ongoing operations
- Designed, built and managed e-commerce site
- Planned and executed seasonal merchandising strategies

Director of Marketing, Osmium 2012-2013

- Designed and implemented launch phase marketing plan
- Planned and executed all digital marketing campaigns
- Managed event marketing efforts

Marketing Consultant, Freelance 2013-2017

- Worked with clients to improve ecommerce operations and scale online audiences
- Clients included: Osmium, KB Looms, Magpie Kids, KipKitts

Costume Designer, Freelance 2004-2009

- Designed and produced costumes for stage, film, and TV
- Clients included: The Boston Conservatory, The History Channel

### Education

BFA in Fashion Design, 2004  
Massachusetts College of Art & Design  
BOSTON, MA

MBA, Concentration in Entrepreneurship 2010  
Simmons School of Management  
BOSTON, MA

### Awards & Publications

Davis Foundation Colleges of the Fenway Faculty Mini-Grant  
Project Manager, Entrepreneurial Community Building

Co-Author: 'An Investigation into the Financial Return on Corporate Social Responsibility in the Apparel Industry',  
The Journal of Corporate Citizenship

Student Research Grant, Simmons College:  
CSR in the Apparel Industry