

SARA BARGER

Director of Communications & Content Strategy | Strategic Storytelling

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Summary

Strategic communications leader and Academy Award–recognized filmmaker with 20+ years of experience developing compelling multimedia content for government agencies, nonprofits, educational institutions, and mission-driven organizations. Proven ability to translate complex policy and legal topics into clear, engaging narratives for broad audiences. Experienced in managing creative teams, shaping editorial strategy, and producing high-impact content that advances organizational missions.

Professional Experience

Producer

AL Media Strategy

May 2025 – Current

- Oversee video and media production from concept to final delivery — working with internal creative teams and client stakeholders to develop compelling visual stories across platforms (TV/radio, social, digital).
- Manage multiple concurrent projects at various stages of production.
- Collaborate with account and creative teams on concepts for TV, radio, paid digital social ads, and other digital content.
- Plan and organize shoot logistics — hire crew, set schedules, manage budgets, conduct interviews, and direct as needed.
- Supervise editing sessions and work with motion graphics artists to execute creative deliverables.
- Handle licensing of project materials and coordinate with vendors (including talent, music, etc.).
- Maintain and reconcile production and post-production budgets.
- Clients include Gov. Abigail Spanberger, Gov. Janet Mills, DC Mayor Candidate Kenyan McDuffie, Comptroller Sean Scanlon, Attorney General Keith Ellison

Senior Video Production Lead

Defense Health Agency (DHA)

December 2021 – May 2025

- Served as Creative Director for video products for the Military Health System, which provides services for 9.6 million individuals.
- Directed the end-to-end production of video content, including strategic pre-production planning, professional scriptwriting, storyboarding, and director oversight.
- Collaborated across teams (social media, editorial leads) and with clients and stakeholders to conceptualize video content that met key organizational and strategic objectives.
- Managed a full-time editor, videographer, and graphic designer through the entire content production and post-production process.
- Conducted video interviews with high-profile interviewees and subject matter experts, including the Director of the Defense Health Agency.
- Managed budgets and schedules, setting clear goals and objectives for the production team.
- Expert in post-production using the Adobe Creative Suite (Premiere Pro, After Effects, and Photoshop) to deliver polished final products with high-quality color grading, sound design, and graphics.

Film Professor

American University, George Washington, George Mason, Old Dominion University

December 2017 – 2021

- Taught and mentored students in hands-on video production courses, including Intro to Filmmaking, Advanced Editing, Film for Marketing, and Documentary Filmmaking.
- Provided guidance to students on professional film projects, career development, and portfolio creation.

Senior Video Producer/Editor

The Federalist Society

May 2014 – Nov. 2016

- Launched the national organization's video production department, including purchasing equipment and developing appropriate content messaging with the founders.
- Partnered with the head of digital marketing to create video content relevant to a wide range of constituents, including law students and legal experts.
- Conceptualized, scripted, filmed, and edited videos—including creating motion graphics—using the Adobe Production Suite.
- Interviewed high-level officials, including senators, federal judges, and attorneys general.

Senior Video Producer/Editor

The American Enterprise Institute (AEI)

August 2010 - July 2012

- Launched the national organization's video production department, working directly with the Vice President of Communications to develop content and messaging strategy.
- Managed and directed production for all events in AEI's studio, acting as technical director and live-streaming over 140 public events annually.

Senior Multimedia Specialist

Creative Associates International

Nov. 2014 – Dec. 2017

- Worked with the communications team to create high-quality videos and short documentaries that tell compelling stories for an international development company.
- Served as a videographer for USAID project shoots in Central America (Honduras, El Salvador) and Asia (China, Tibet).

International Development & Government Experience

- **Senior Multimedia Specialist, State Department – Democratic Republic of Congo (Apr–Jun 2013):** Created a series of compelling documentaries by identifying human-interest stories highlighting the successes of the FARDC Agricultural Development Program.
- **Senior Video Producer, USAID - Iraq (Aug–Dec 2012):** Produced, wrote, shot, and edited documentaries in both English and Arabic for the USAID-*Inma* Agricultural Program.
- **Producer/Editor, U.S. Department of Veterans' Affairs (Dec 2004–May 2009):** Produced, wrote, and supervised editing of a 15-part news-magazine style series promoting various medical research programs.

Education

MFA, Documentary Film

The Vermont College of Fine Arts, *Montpelier, VT*

MA, Journalism and Public Affairs

American University, *Washington, D.C.*

BA, Visual Media and Public Affairs

American University, *Washington, DC*

Graduated cum laude, 3.67 GPA

Filmmaking Awards & Recognition

- **President, Women in Film & Video (2019-2021):** President of the Board for Washington, DC's largest nonprofit serving over 900 media professionals.
- **DC Arts & Humanities Fellow (2020):** Awarded a Fellowship Grant for outstanding work as a local DC filmmaker.
- **Film *Dad Genes* (2026):** Feature-length documentary currently playing at Oscar-qualifying film festivals.
- **Film *Little but Fierce* (2020):** Student Academy Awards Finalist & Best Student Short Documentary at Breckenridge Film Festival, Telly Award
- **Film *Nurses of Vietnam* (2025):** Viddy Award (gold)
- **Film *Alternatives to Foreclosure, documentary series* (2012):** Communicator's Award, International Academy of Visual Arts