

Sarah Lauren Parrish

digital producer · web specialist · content strategy & communications

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profile

Toronto-based digital producer and web specialist who works where the curatorial and technical meet. Skilled in web infrastructure, content strategy, digital operations, and communications.

experience

Web & Digital Producer Board of Directors

Jan 2015 – present

[blood in the snow film festival & deadly exposure industry conference](#) ·
[bloodinthesnow.ca](#) · [deadlyexposure.ca](#) · [toronto, on](#)

- Design, build, and maintain [bloodinthesnow.ca](#) and [deadlyexposure.ca](#) – hand-coded HTML/CSS, Bootstrap 5, responsive layouts, archive pages spanning 14+ festival editions, and custom components
- Year-round social media strategy, content creation, and marketing campaigns; write copy, design graphics, and produce newsletter content across every phase of the festival cycle
- Oversee ticketing (Elevent), festival pass sales, and Mailchimp audience communications including filmmaker, ticket holder, and industry campaigns year-round
- On-site during festival week for front of house management, real-time social photography, live social media, and peak operational support
- Board of Directors member; contribute to strategic planning, mission alignment, and organizational growth

Domain & Technical Support Specialist

Sep 2013 – present

[easydns technologies inc.](#) · easydns.com · [toronto, on](#)

- Front-line technical support resolving customer issues across domain registration, DNS, email and web hosting, SSL certificates, and domain transfers for individual and enterprise-level clients
- Support trust and safety functions: abuse monitoring, registrant verification, and compliance with registrar policies and privacy obligations
- Diagnose and resolve complex issues across DNS infrastructure, email authentication (SPF/DKIM/DMARC), and hosting environments; escalate and collaborate with internal teams as needed
- Customer communications including billing, account recovery, and policy documentation

Freelance Web Design & Development

2019 – present

[toronto, on](#)

- [petuniatheclown.fun](#) – Full custom site for a professional children's entertainer (2019–ongoing)
- [kellymichaelstewart.ca](#) – Portfolio site for filmmaker and festival director Kelly Michael Stewart (2026)
- [fernwoodtrail.com](#) – Real-time LCBO stock tracking widget for Fernwood Trail Beer Co. (2026)

English as a Second Language Instructor

2009 – 2013

quest language studies / berlitz canada · toronto, on

Taught multi-level ESL to international students and adults; developed curriculum, assessed progress, and provided feedback.

Museum Education Assistant

2009 – 2011

trca / black creek pioneer village · toronto, on

Delivered experiential educational programs in Canadian social history; aligned with Ontario Curriculum across diverse grade levels.

Information Management Analyst

2005 – 2008

ontario ministry of community safety & ontario ministry of education · toronto, on

Information management support across two ministries; organized case law, grievance records, and Ministry data; prepared briefing notes and reports for Staff Relations Officers and government lawyers.

Teaching Assistant, Visual Arts & Art History

2004 – 2005

york university · toronto, on

Facilitated tutorials in modern art history; graded presentations, essays, and exams; provided feedback to support academic growth.

skills & technical proficiencies

development & tools	infrastructure & operations	content & creative
- HTML / CSS - Bootstrap 5 - JavaScript & jQuery - Responsive & mobile design - Accessibility (WCAG AA) - SEO & XML sitemaps - CMS / Mailchimp - AI-assisted workflow	- DNS configuration - Domain & registrar operations - Email authentication (SPF/DKIM/DMARC) - SSL / TLS troubleshooting - Web hosting support - Abuse monitoring & trust and safety - Systems thinking & problem solving	- Photography & live event coverage - Social media strategy - Content creation & copywriting - Newsletter production - Graphic production - Creative direction - Digital archiving

education

MA, Art History *with Graduate Diploma in Curatorial Studies & Visual Culture*

2003 – 2005

york university

BEd, Junior/Intermediate Education *concentration in Visual Arts*

2008 – 2009

ontario institute for studies in education, university of toronto

BA (Honours), Art History *with Minor in Women's Studies*

1998 – 2003

york university