

# Sarah M. Frick

## *Senior Consultant, New York*



### Expertise

Ms. Frick is a Senior Consultant in Segal's Communications Practice (Segal Benz) located in Segal's New York office. She works with clients to help create, manage and deliver targeted, thoughtful employee communication and is involved in all aspects of participant communications.

Ms. Frick works with clients in various areas of employee benefits, including assisting with annual enrollment communications, social media campaigns and online platform launch and integration. Additionally, Ms. Frick works closely with Segal's website team to create user-friendly website content, navigation and structure.

Her past and current client work includes:

- The Public School Employees' Retirement System (PSERS) of Pennsylvania
- Bertelsmann
- Marvell
- The Mid-America Carpenters Regional Council (MACRC)
- The University of Arkansas System
- The State of Connecticut Office of the State Comptroller
- Workday

### Education/professional designations

Ms. Frick holds a BS in Applied Economics and Management with specializations in Marketing and Strategy and a minor in Information Science from Cornell University, where she graduated cum laude. She also has a certificate in Website Design and Development from the University of Massachusetts and a certificate in Paralegal Studies from Boston University.

Ms. Frick completed the Human Factors International course to become a Certified Usability Analyst.

Ms. Frick has worked on projects that have won awards for communications excellence, including a 2018 APEX Grand Award, a 2018 Hermes Platinum Award and a 2018 Hermes Gold Award.

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