



Sarah Canning

MARKETING COORDINATOR

📍 Las Vegas, Nevada

Education

James Madison University

📄 B.A. in Theatre & Dance

Sarah Canning joined INSIDE Public Accounting (IPA) in February 2025, bringing her creativity and strategic mindset to the world of accounting insights. As a marketing professional, she drives IPA's outreach efforts by developing and executing targeted campaigns that expand the reach of IPA's surveys, reports, and industry insights. She manages email marketing, content creation, and website optimization, ensuring a seamless and engaging experience for IPA's audience.

With a background in project management and marketing across diverse industries—including motorsports, healthcare software, and more—Sarah has a talent for streamlining processes and enhancing communication. Her ability to blend organization and creativity makes her a valuable asset in strengthening IPA's connection with its audience.

Based in Las Vegas, NV, Sarah enjoys teaching dance, exploring the city's vibrant entertainment scene, and taking long walks with her dog, Hershey.

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