

Sarah Scarano

Full-time, contract or fractional · Bigfork, Montana · Remote

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Creative director who writes, scores and cuts the film, designs the brand around it, and builds the product it launches. I run Modern Mustard Seed, a studio for films, brands, websites and AI products, with my husband Anthony, and I design and run Cross + Covenant, a Christian apparel and publishing brand. Fifteen years of high-ticket sales, most recently as VP of Sales, taught me what makes a person say yes, and I put that into every frame and every page.

SELECTED FILMS AND BRANDS, ALL LIVE

The Agent Collection, Paris · Type It Like You'd Say It · They Say Your Name · Cairnfall · HUCKWILD · A Day at the Studio · Cross + Covenant · Modern Mustard Seed

EXPERIENCE

Modern Mustard Seed · Founder and Creative Director

FEB 2025 TO NOW

Studio for films, brands, websites and AI products, run with my husband Anthony · modernmustardseed.com

- Directed The Agent Collection, Paris: a high-fashion runway film where each of the studio's AI agents walks as a model in black couture, with French narration and an original score. Released on YouTube, Facebook and X.
- Direct launch films cut from the real product: Cairnfall for a concept luxury mountain-home builder, HUCKWILD for a huckleberry drink brand, and the IRL launch film. Productized the craft as the studio's Launch Film offer.
- Write and produce sung films: Type It Like You'd Say It, the song film on my portfolio; They Say Your Name, a cartoon music film for local businesses; and the Mustard Office crew song.
- Script, score, voice and edit in house: A Day at the Studio, cut from one real day of commits; After Hours, a thirty-second paid spot; One Desk, One Week, a week of work in ninety seconds.
- Designed the studio's brand system: paper and ink, engraved botanicals with one mustard spot color, DM Sans set tight with a Shrikhand accent and mono labels, carried across the site, films, print and email.
- Design client brands and sites in the owner's own voice: Built Right in Montana, Wildhorse Construction & Concrete, D&D Landscaping and Lawn Dogs, plus HUCKWILD's stirrable three.js hero.
- Built the growth engine: a lead-to-demo pipeline that has produced more than 160 demo sites, a free Presence Audit as the front door, a weekly newsletter and an agency partner program.

HOW I WORK

Direction: Concept, script, original score, voice, edit, motion, covers and cuts for every platform.

Brand: Identity systems, typography, art direction, image generation and copy in the owner's own voice.

Go to market: Positioning, offer packaging, launch plans, outbound systems, partner programs and consultative high-ticket selling.

Engineering: I build what I direct, from the studio's office of AI agents to voice agents and MCP connectors, on Next.js, TypeScript, Supabase and Claude Code. Nine of the studio's tools are listed in Anthropic's Claude directory, and the studio is in Anthropic's Claude for Startups program.

The brand, the sale *and the business behind it.*

Cross + Covenant · Designer and Founder

2025 TO NOW

Christian apparel, publishing and community · crossandcovenant.co

- Designed the brand and every collection, from the art to the print file to the model photography, sold on a headless Shopify storefront I built.
- Built the design studio the brand makes everything in: art generation, background knockout, print sizing and a drop pipeline from design to live collection.
- Created the Covenant Collective and Your Own Collection partner program for churches, ministries, creators and shops, with personal codes and profit-share economics.
- Publish daily devotionals, reading plans, a moderated prayer wall, Covenant TV, a worship channel, and The Deep Dive, a free weekly Bible study.

BEFORE THE STUDIO

Presidential Title Group · VP of Sales

OCT 2024 TO JUN 2026

- Led sales for a title company across buyers, agents, lenders and closers, applying technology to cut costs at the closing table.

Hello Sunshine Properties · Founder and Host

2019 TO 2023

- Built and ran a short-term rental portfolio across 26 historic homes in Jacksonville at 96% occupancy and a 4.9 guest rating; led a team of five.

Paradise Grilling Systems · Designer and Sales Manager

2008 TO 2017

- Personally sold more than \$3M a year in custom outdoor kitchens for nine years on the national home show circuit; managed a team of six.

TOOLS

Claude Code · Codex image generation · ElevenLabs · ffmpeg · Playwright capture · three.js · Figma · Shopify · Next.js · Tailwind · Vercel

EDUCATION, FAITH AND COMMUNITY

Florida State University, International Affairs · Tallahassee State College, AA, International Relations

Fresh Life Church production team: videographer, running camera and the Resi live stream. Author of Eternal Optimist: Walking on Sunshine, publishing June 1, 2027.

